FEBRUARY 2, 1959

THIRTY-FIVE CENTS

28 YEARS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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1st in the Twin Cities

MOVIE SPECTACULAR

Paramount • MGM • Warner Bros. • United Artists

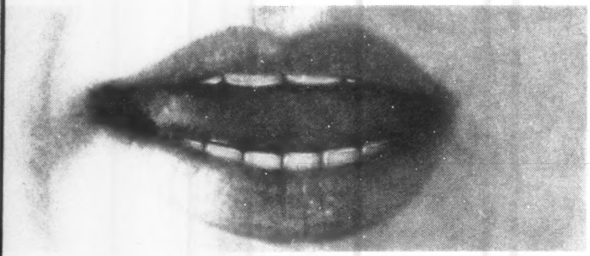
Sunday through Saturday	
42.7 SHARE OF AUDIENCE	STATION B 22.9%
	STATION C 17.9%
	STATION D 13.6%

December ARB 10 PM - MIDNIGHT

Ask your Katz man for further substantiating Trendex and ARB coincidental ratings. He also has complete information on remaining minute availabilities in "Movie Spectacular."

ABC-TV 11 WTCN-TV

MINNEAPOLIS - ST. PAUL



when to say Yes in Los Angeles...

Honey, that all depends. If you're buying television, he'll sweet-talk you about our unique kind of programming. He'll whisper about our travel-adventure and personality shows that have the most ever-loyal audience in LA. And then he'll soothe you with stories about ratings and costs per little ole thousands. And as tho that weren't enough, he'll murmur something about our signal, just the most powerful in sunny Southern California. Don't fight it, baby. Anytime's the right time to say *yes* to the man who's selling KCOP.*

1000 Cahuenga Boulevard **KCOP** Hollywood 38, Calif.

13

**represented nationally by Edward Petry & Co., Inc.*

This is the kind
of hold our station
has on people . . .

A "hold" can become a "pull", you know. Toward the marketplace, if desired. But first, it must really exist. (And it can exist only on a foundation of time-tested mutual station-viewer loyalty.)

How have we earned this special kind of loyalty? Through our programming, designed for friendly, adult minds. Through our greater than average interest in public service, news and sports. Through the community participation of our veteran staff members. Through our abhorrence of the frenetic announcer, the noisy gimmick, the triple spot.

How is it expressed? Ah! on 92% of the TV sets in fruitful farmland, country estate, suburb and city of our area, dials stay tuned longest to Channel 7. Says Pulse, with consistently superior ratings. And that's 92% of an annual 3⅓ billion dollar purchasing appetite.

Ah! again! Picture your product thus jet-assisted in a quiet way. Consult George P. Hollingbery today.

WHIO-TV
CBS
channel 7

ONE OF AMERICA'S GREAT AREA STATIONS

Reaching and Holding 2,881,420 People — in 41 Counties of 3 States

dayton, ohio

Lancaster
Harrisburg
York

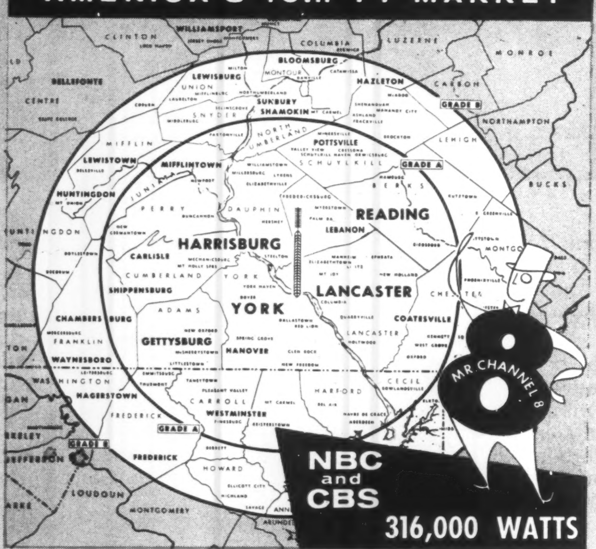
is ONE TV market

when you use

WGAL-TV

WGAL-TV

AMERICA'S 10th TV MARKET


WILLIAMSPORT
CLINTON
COLUMBIA
LUZERNE
MONROE
BLOOMSBURG
LEWISBURG
HAZLETON
CARBON
BELLEFONTE
CENTRE
SUNBURY
SHAMOKIN
GRADE B
NORTHAMPTON
POTTSVILLE
SCHUYLKILL
MIFFLIN
LEHIGH
LEWISTOWN
MIFFLINTOWN
GRADE A
BERKS
HUNTINGDON
BUCKS
READING
LEBANON
HARRISBURG
CARLISLE
CUMBERLAND
SHIPPENSBURG
LANCASTER
YORK
CHAMBERSBURG
ADAMS
COATESVILLE
GETTYSBURG
HANOVER
WAYNESBORO
HAGERSTOWN
WESTMINSTER
CECIL
HARFORD
FREDERICK
GRADE A
GRADE B
HOWARD
LOUDOUN
MONTGOMERY
MR CHANNEL 8
8

NBC and CBS

316,000 WATTS

CHANNEL 8
LANCASTER, PA.
NBC and CBS

In addition to being the first choice of viewers in these three important markets, WGAL-TV is the television station for Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin, Waynesboro, and many other communities.

STEINMAN STATION • Clair McCollough, Pres.

Representative: **The MEEKER Company. Inc. • New York • Chicago • Los Angeles • San Francisco**

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CLOSED CIRCUIT®

Weaver's world • Latest word on plans of Sylvester L. (Pat) Weaver Jr., who legendarily is incapable of thinking small, lives up to his reputation. Former NBC head, now consultant to Kaiser Industries, McCann-Erickson and New York Gov. Nelson Rockefeller, has support of Henry Kaiser and Mr. Rockefeller on multi-million-dollar, long-range television project that eventually would put him into "network" programming, syndication and commercial production. He reportedly thinks that with good programs he not only could get on independent stations but into network option time via this route: Where network program is not sponsored, get affiliates to clear for his show instead. Production plans, both programs and commercials, said to rely heavily on use of videotape.

Dead issue • Prospect of formation of joint Washington organization by three tv networks has faded. Ex-Sen. Charles E. Potter who was mentioned as probable chief if set-up materialized has begun to give serious consideration to other offers. Proposal originally had support of CBS and ABC, but their interest failed to kindle equal interest at NBC.

Against the stream • Contrary to trend on other radio networks, NBC Radio this spring will expand its traditional programming service by 10-20% from present total of 70 hours per week. Plan, advanced by NBC Radio's executive vice president Matthew J. Culligan, was approved by network's radio affiliates advisory committee fortnight ago.

New programming at NBC Radio, entirely entertainment, will be on Monday through Friday schedule. Thus, NBC's radio network approach departs radically from CBS Radio Program Consolidation Plan which began this month and from project being fostered by group of stations contemplating establishment of own program service (see page 23).

ABC's brighter day • Things are looking up at ABC Radio, which less than year ago was on verge of going out of business. Good bet is that ABC will make close tie-up with one if not more of nation's major regional networks.

Vocalizing • Both Associated Press and United Press International have given thought to augmenting service to broadcasters with voice transmissions, and UPI is quietly making tests to find out if there's adequate demand. In one test UPI put note on wire advising clients that specific story was available by voice to any client calling specific radio station. Several called and taped report for use on their news shows.

Unexpected silence • Growing number of radio stations abandoning "local" and "national" rates in favor of single rate for both classes of business had been expected to bring howl from National Retail Merchants Assn., since in most cases new rate is higher than old "local" charge. But word from there now is that there'll be no blast. Not that NRMA doesn't object; it's just that, according to these sources, NRMA has "more important things" to think about, implication being that if radio rates seem to get out of line, stores could go back to newspapers.

Sellers' market • Buyers of at least one large agency report tightening of spot tv availabilities, noting that it is getting more difficult to place campaigns in desirable time on tv stations around the country. Reason appears obvious: There's no scarcity of national business for spot tv this winter.

New billing • Major last-minute change in NAB's Chicago convention program will be considered this week at NAB board meeting in Hollywood, Fla. Reason is unexpected programming coup — appearance at Wednesday (March 18) engineering luncheon of Army's top missile boss, Lt. Gen. Arthur G. Trudeau, in charge of research-development. Program juggling would take this form: NBC board chairman, Robert W. Sarnoff, would formally open convention Monday morning instead of at luncheon, receiving keynote award and delivering keynote speech. This would make room for Monday luncheon address by NAB President Harold E. Fellows. Wednesday engineering luncheon, to which Mr. Fellows was originally assigned, would then become joint management-engineering function.

There may be turbulent discussion at NAB board meetings in Florida this week over rival public relations plans for television. One school, led by one major network, will advocate high-priced PR campaign to get critics off tv's back. Other, supported by at least one of two other tv networks, wants first to do depth study of public's attitudes toward tv and then think about PR campaign based on study.

Tape jurisdiction • International Alliance of Theatrical Stage Employees officials and executives of Film Producers Assn. of New York met in closed-door sessions last Friday (Jan. 30) in effort to prevent future hassles over videotape jurisdiction by different IA locals (see story, p. 43). Parties declined to comment on progress of discussion but it was understood that "informal understanding" was reached and other meetings will be held this week to spell out solution.

Out of the can • Bernard L. Schubert Inc., which has been concentrating on tv film production-distribution for past five years, understood to be re-entering live tv packaging field, reviving series of 1949 vintage, *Blind Date,* early tv vehicle for such personalities as Arlene Francis and Jan Murray. Program was one of ABC-TV's earliest entries. Schubert aiming for network sale of *Blind Date* by company's recently-organized network sales department.

Marlboromen • Group of Leo Burnett executives from Chicago were in New York late last week to discuss advertising plans with client Marlboro cigarette (Philip Morris Co.). Topping their schedule: network negotiating soon to get underway on Marlboro's latest buy, United Artists Television's film series, *Trouble Shooters* with Keenan Wynn. Buy also is of importance to UA-TV as it marks first sale of five film projects company is whipping up for next fall. Marlboro, spot tv and radio advertiser, is deep in network tv with professional sports, *To Tell the Truth* on CBS-TV, and *Jack Paar* on NBC-TV.

*Justice Dept. has convinced Rep. James Roosevelt (D-Calif.) that it is making all efforts to halt certain internal ASCAP practices attacked by congressman's Small Business subcommittee (*BROADCASTING*. Jan. 19). Rep. Roosevelt agreed to give Justice "reasonable time" to reach settlement with music firm before taking action which might "prejudice" case. He warned Justice, however, Congress would continue to keep "watchful eye" on progress and would not wait another seven months (case was referred to Justice in July 1958) before taking further action.*

REACH HER FIRST IN DETROIT

with WJBK-TV's MORNING SHOW MOVIE!

Children off to school . . . husband off to work . . . a cup of coffee and now a **Good Movie!** The "Morning Show" is the first feature film of the day in Detroit, Monday through Friday at 9:00 AM. Every show is a top-flight feature from UNITED ARTISTS, SCREEN GEMS, NTA, RKO, and coming soon, PARAMOUNT.

Strategic programming to 1,900,000 Television homes is one reason why WJBK-TV has a consistent #1 rating in the nation's fifth market — 9 billion dollars worth of purchasing power! With this leadership and being Michigan's first station with full color and Video-Tape facilities, WJBK-TV tops them all in dominating Detroit and southeastern Michigan. Represented by the Katz Agency

"Famous on the local scene"

WJBK-TV

CHANNEL 2 DETROIT

100,000 Watts CBS AFFILIATE 1057-foot tower N.Y. Sales Office: 623 Madison Ave., N.Y. 22 • PLaza 1-3940

STORER BROADCASTING COMPANY

Storer Television

WJBK-TV	WJW-TV	WSPD-TV	WAGA-TV	WITI-TV
Detroit	Cleveland	Toledo	Atlanta	Milwaukee

WEEK IN BRIEF

Mr. Strouse

The 'Sixties' are less than a year away • We've fallen into the bad habit of thinking the big population boom is still way in the future, but it isn't. It means constantly rising sales, more mobile markets and more educated buyers—discriminating buyers who won't keep falling for the "hard sell" of some of today's brusque radio-tv commercials. Norman H. Strouse, president of J. Walter Thompson Co., talks about it in MONDAY MEMO. Page **19.**

New name in radio • Nucleus of leading broadcasters start formation of a national program service, "Radio World Wide," which would sell stations programs but wouldn't sell advertisers' advertising. They think it answer to current network problems. Page **23.**

Parliament push • Hi-Fi, recessed cigarette entry among the "tar derbies," breaks with new broadcast campaign. Surprise addition to its television lineup: radio spot broadside. Page **26.**

No more agency commissions • KICD, in Spencer, Iowa, goes to single local rate and tells agencies they will have to collect their 15% from the man who is spending the money—the advertiser. Page **28.**

Who is the audience? • TvB's Cash swings spotlight on the makeup of the television audience, says composition data takes risk out of tv, notes what the figures show on westerns. Page **30.**

Tv films and mergers • The outlook for 1959 is for more consolidations among tv film companies as the industry expands and competition stiffens. Page **39.**

IATSE locals squabble on tape • Stage union seeks to solve jurisdictional dispute in New York between two locals on videotape jurisdiction. Page **43.**

Tv critics under fire • Fund for the Republic's study of tv criticism finds it wanting in many respects, powerful just the same. WBC's McGannon tells radio-tv institute what he thinks of critics. Page **44.**

De-spotting the networks • FCC takes first move against tv networks; proposes divorcement of network spot representation of tv stations other than owned outlets. Commission meeting today on other Barrow Report recommendations, including harsh three-vhf limit in top 25 markets to one owner. Page **51.**

Funds for educators • Senators, educators and Westinghouse all in agreement that federal aid to etv is essential if education is to realize full value offered by the medium. Senate Commerce Committee hearing provides forum for discussion of Magnuson bill. Page **55.**

Broad areas for space • Suggestions for space allocations steer clear of specific broadcast assignments, but noted scientists recommend broad areas which include tv allocations. Only five comments filed at deadline last week. Page **56.**

DEPARTMENTS

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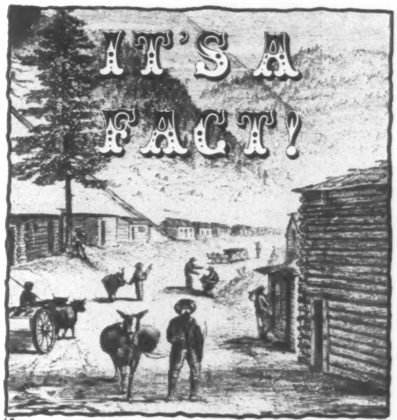


That when John H. Gregory discovered the first gold lode in Gilpin County, Colorado in 1859 . . . the population of Denver was 4,726 . . .

AND IT'S A FACT

That in 1959 the population of the Denver TV coverage area served by Channel 9 is 1,479,500 people who have a spendable income of $2,803,077,000 . . .

MORE FACTS

Fact: **One day spot saturation on Channel 9 for Denver Car Dealer results in 42 new car sales in one day . . . a new record!**

Fact: **When Channel 9 TV personalities promoted kids theatre party . . . outpulled competition's identical promotion . . . same day, same time . . . two to one!**

SO FACTS ON FACTS

The best buy in Denver is . . .

KBTV a

CHANNEL 9

THE FAMILY STATION

Join the "Rush To The Rockies" come to Colorado in '59

Bartell Family Radio Means

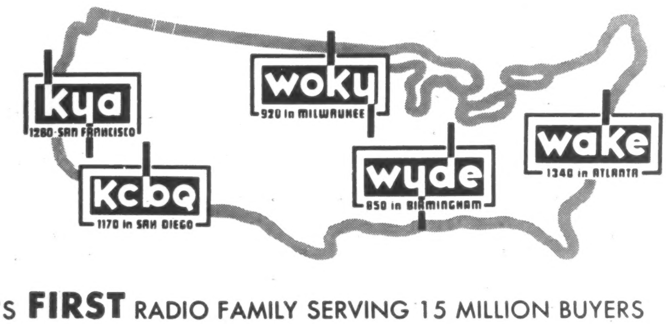
By any measurement, this radio is first
in each Bartell market.
Especially when figured in
results . . . response . . . *buyership.*
Your advertising reaches buyers
(the best kind of audience!)
Product of
scholarship, showmanship, salesmanship.

Bartell it . . . and sell it!

Family Size
SOUP

Greater Buyership

BARTELL FAMILY RADIO
COAST TO COAST


kya
1260 SAN FRANCISCO
kcbq
1170 in SAN DIEGO
woky
920 in MILWAUKEE
wyde
850 in BIRMINGHAM
wake
1340 in ATLANTA

AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS
Sold Nationally by ADAM YOUNG INC.

AT DEADLINE

LATE NEWSBREAKS APPEAR ON THIS PAGE • DETAILED NEWS COVERAGE OF THE WEEK BEGINS PAGE 23

Schachte, Thurm move up with Lever Bros.

Realignment of Lever Bros.' top executives has elevated Henry M. Schachte, advertising vice president, to executive vice president, with Samuel Thurm, general manager, advertising services division at Lever for past year, succeeding Mr. Schachte.

Before joining Lever in 1956, Mr. Thurm for four years was associate media director at Young & Rubicam. Mr. Schachte (OUR RESPECTS, Jan. 5), who also is chairman of Assn. of National Advertisers, will supervise Lever's three main marketing divisions: Lever, Foods and Pepsodent, while continuing supervision of corporate advertising and public relations division. Lever's advertising budget is more than $80 million, of which estimated 75-80% is in tv.

Setting off changes is elevation of Milton C. Mumford, executive vice president, to president of Lever, relieving William H. Burkhart, who continues as board chairman.

Stanton reaffirms pay-tv opposition

CBS position that "use of the public's channels for pay television is against the public's interest" was reiterated by President Frank Stanton Friday. Also in line with previous position he refused to endorse portion of Harris bill for interim ban on wired as well as "broadcast" pay tv, by adding:

"Further than this we do not propose to go—certainly at this time." Earlier in statement, made to board of directors of CBS-TV Affiliates Assn. in answer to request for comment on Harris bill, he had said, "*Any* form of pay television," presumably including wired, "would inevitably tend to siphon off the best talent and material" from free tv. Statement was at board meeting which, it was reported, laid plans for annual CBS-TV affiliates meeting, to be held in Chicago March 13, preceding NAB convention. Howard Lane, of KOIN-TV Portland, Ore., is head of board.

KXLJ-TV court loser

Federal court in Washington Friday denied request by KXLJ-TV Helena, Mont. for stay against FCC grant to Montana Microwave to feed Spokane, Wash., tv signals to Helena cable system. Court put argument on merits down for week of March 9. FCC granted Montana Microwave permission year ago to extend service to Helena (it feeds Spokane tv to antenna systems in Kalispell and Missoula), and relay company also brought in KXLF-TV Butte, Mont. Both Butte and Helena tv outlets are owned by Ed Craney-Z Bar Net group. Late Friday KXLJ-TV asked FCC for permission to suspend operations for 90 days "for reasons of which the Commission is aware."

Haas again target in KIRO-TV argument

Circumstances of Saul Haas' assumption of control of KIRO Seattle in 1934 and his part-ownership in 1920's of Seattle newspaper alleged to have criticized "U.S. imperialism" and praised "communist line" were main subjects of contention in FCC oral argument Friday on Seattle ch. 7 case. FCC made grant to KIRO-TV in 1957.

KXA and KVI Seattle, other two contestants, charged Mr. Haas "peddled political influence" in 1934 to obtain stock in KIRO at fraction of its value and used influence in Washington to obtain better facilities for station and, KVI said, Mr. Haas' association with *Seattle Union Record* in 1920's was enough to disqualify him as ch. 7 contestant for disloyalty.

KIRO held that Mr. Haas did not use influence and disagreed with examiner's finding that Mr. Haas showed lack of candor and "conveniently" poor memory in testifying on events leading to his acquisition of control of KIRO. KIRO emphasized that Treasury Dept. investigation in 1936-37 "exculpated" Mr. Haas of "influence-peddling."

FCC's Broadcast Bureau supported KIRO's denial that Mr. Haas did anything wrong and said that while Charles M. Thomsen and Ray DeChenne, from whom Mr. Haas bought KIRO in 1934, might have thought he used influence to obtain better facilities, this was not proved.

CBS cancels quiz

CBS-TV late Friday (Jan. 30) cancelled daytime quiz, *For Love of Money,* Mon.-Fri., 10-10:30 a.m., substituting, effective today (Feb. 2), filmed drama series, *Morning Playhouse.* Reason given: show, produced by independent firm, FLOM Productions, and packaged by Walt Framer productions, allegedly used "decimal" machine (to determine size of cash prizes awarded) which from time to time had "not been free from control." CBS-TV said this had been unknown to it, that network management had been informed of this by "personnel assigned to the show." Show is not sponsored, went on last June.

WLWI (TV) Dedicated

WLWI (TV) Indianapolis, Crosley Broadcasting Corp. outlet on ch. 13, dedicated $2½ million plant Friday as Crosley officials celebrated 10th year in tv. Hosts were Robert E. Dunville, Crosley president, and John Babcock, WLWI station manager. Guest list included Sen. R. Vance Hartke (D-Ind.), of Senate Commerce Committee; Gov. Harold W. Handley of Indiana and Lt. Gov. Crawford W. Parker, and Mayor Charles A. Boswell, of Indianapolis. Executives from other Crosley tv outlets—WLWT (TV) Cincinnati, WLWC (TV) Columbus, WLWD (TV) Dayton and WLWA (TV) Atlanta—took part in ceremonies.

Two join ABC Radio

WWOL Buffalo and WCKI Greer, S.C., have joined ABC Radio as affiliates, network announced Friday (Jan. 30). WWOL operates with 1 kw on 1120 kc and is owned and operated by Greater Erie Broadcasting Co., of which Leon Wyszatycki is president and general manager. WCKI operates with 1 kw on 1300 kc and is owned and operated by Vernon T. Fox. ABC Radio affiliates now total 293.

Kraft seeks Como

J. Walter Thompson, N. Y., and Kraft Foods Co., Chicago, still negotiating Friday (Jan. 30) as to future of Kraft's 9-10 p.m. Wednesday slot in which Milton Berle and *Bat Masterson* now placed. Kraft seeks services of Perry Como for next fall as base of full-hour show on NBC-TV.

NBC hits FCC proposal

FCC's proposal for rulemaking to put network organizations out of spot representation business (see page 51) was condemned by NBC Friday (Jan. 30) as "completely contrary to the public interest" and one that "would restrict, rather than enhance, competition among spot representatives."

WEEK'S HEADLINERS

Mr. Baxter

Mr. Tasker

• Richard H. Baxter, research associate at Cunningham & Walsh, N.Y., appointed director of research department, succeeding Gerald W. Tasker, who is retiring after 34 years with agency. Mr. Baxter joined C&W in 1957 as research associate from radio-tv research department of N.W. Ayer. Mr. Tasker for past 11 years has directed C&W's "Videotown" annual study of tv viewer habits. He founded agency's research department, has been credited with numerous techniques developed in broadcast research among them, coincidental radio check, recall on radio spot measurements, use of consumer panels to pre-test radio shows, and laboratory city to study consumer durables. Mr. Tasker was appointed director of research in 1940 and elected v.p. in 1951. Caleb Brokaw, with C&W since 1956 and before that with P. Lorillard and National Biscuit, and Charles Suttoni, who rejoined Cunningham & Walsh in 1958 after two years at Ted Bates, become associate directors of research.

Mr. Matthews

• William E. (Pete) Matthews, v.p. in media relations, Young & Rubicam, since March 1958, named v.p. and director of media relations, in effect taking over media post at agency from Peter G. Levathes, who was tapped for v.p. in charge of new radio-tv department Jan. 1 (Broadcasting, Jan. 5, 12). Mr. Levathes also served as director of media during transitional phase. Mr. Matthews is Y&R veteran, having been with agency for all of his 15 years in advertising. He joined Y&R in 1944 as space buyer, became administrative assistant to media director five years later, associate director of media relations in 1952 and was named executive assistant to director of media relations in 1954.

Mr. Goldman

• Harold Goldman, executive v.p. and director of National Telefilm Assoc., N.Y., named president of NTA International Inc., new tv-motion picture subsidiary (see story, page 42). He will retain present posts with parent company. NTA Pictures Inc., which is current distributor of films for theatres, will become division of NTA International, with Herbert H. Greenblatt, NTA Pictures general manager, reporting to Mr. Goldman. Sidney Kramer, NTA director of foreign distribution, and Samuel Gang, NTA foreign sales manager and sales executive in charge of distribution of films at home and abroad, also will report to Mr. Goldman. New NTA president joined Oliver A. Unger and Milton G. Ettinger in 1951 in formation of Television Exploitations Inc., tv film distributors. In 1954 Messrs. Goldman and Unger started Comet Television, which was absorbed by NTA, Mr. Goldman and Mr. Unger becoming officers and directors of latter company.

Mr. Holmes

• Benjamin Holmes, salesman in television for Edward Petry & Co., New York representation firm, appointed v.p. in charge of radio division, succeeding William Maillefert, resigned. Mr. Holmes who joined Petry 2½ years ago, had been with John T. Griffin stations (Oklahoma and Arkansas) in various executive posts for several years. He was national sales manager of group's KTVX (TV) (now KTUL-TV) Tulsa and KTUL, KOMA and KFPW Fort Smith, Ark., in 1954-55 and national sales manager of KTVX and KATV (TV) Little Rock in 1955-56.

Mr. Gorman

Mr. Dickson

• Leon P. Gorman Jr., executive v.p., general manager and director of Hildreth stations in Maine (Community Broadcasting Service stations), announced resignation Tuesday (Jan. 27). Mr. Gorman said this action was taken with view of entering advertising business in New York. Walter L. Dickson, v.p. of Hildreth stations, will take charge of all operations. Mr. Dickson joined organization as chief engineer when WABI Bangor was acquired in 1949. Hildreth stations include WABI-AM-TV, WAGM-AM-TV Presque Isle, WABM Houlton and WPOR Portland.

Mr. Meigs

• Stanford Meigs, account executive in ABC-TV's central division office in Chicago, named by Television Bureau of Advertising to direct its new Chicago office which opens today (Feb. 2). Mr. Meigs joined ABC in 1954, after serving as account executive for 4½ years with Leo Burnett Co. New TvB branch is located in Suite 520 of Wrigley Bldg.

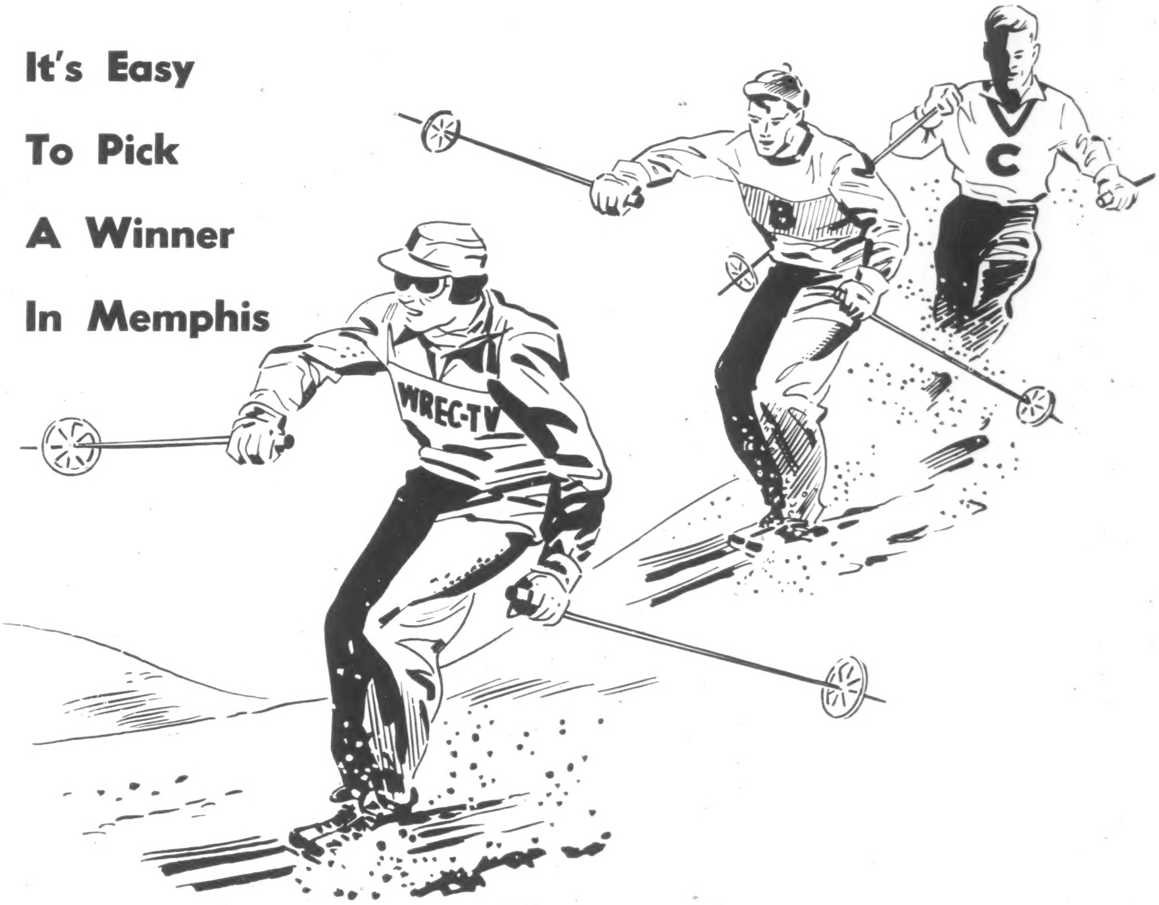
• Peter Storer, general sales manager of WJW Cleveland and formerly in sales capacities at other Storer Broadcasting Co. operations in Detroit, New York, Birmingham, Atlanta and Miami, named managing director of WSPD-TV Toledo. Son of George Storer, president of company, he will report to Allan L. Haid, v.p. in charge of WSPD-TV.

Mr. Sedgwick

• Harry Sedgwick, 64, president, general manager and treasurer of CFRB Toronto. founder and past president of Canadian Assn. of Radio and Television Broadcasters, resigned Tuesday (Jan. 27) due to ill health. He remains as director. For some years he also was v.p. of CKLW Windsor-Detroit. Mr. Sedgwick is succeeded as president and general manager by J. Elsworth Rogers, brother of late Red Rogers who founded station in 1927. Coincident with Mr. Sedgwick's retirement, Lloyd Moore, manager of CFRB since 1933, retires March 30, and is succeeded as manager and v.p. by Wes McKnight, veteran sportscaster and assistant manager. Waldo Holden, commercial manager, appointed v.p. of sales.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

It's Easy
To Pick
A Winner
In Memphis



It's Channel 3 First By All Surveys

At WREC-TV the finest local programming is combined with the great shows of CBS Television to constantly support our motto: "In Memphis There's More to SEE on Channel 3." Survey after survey proves it . . . so will the results of your advertising effort. See your Katz man soon.

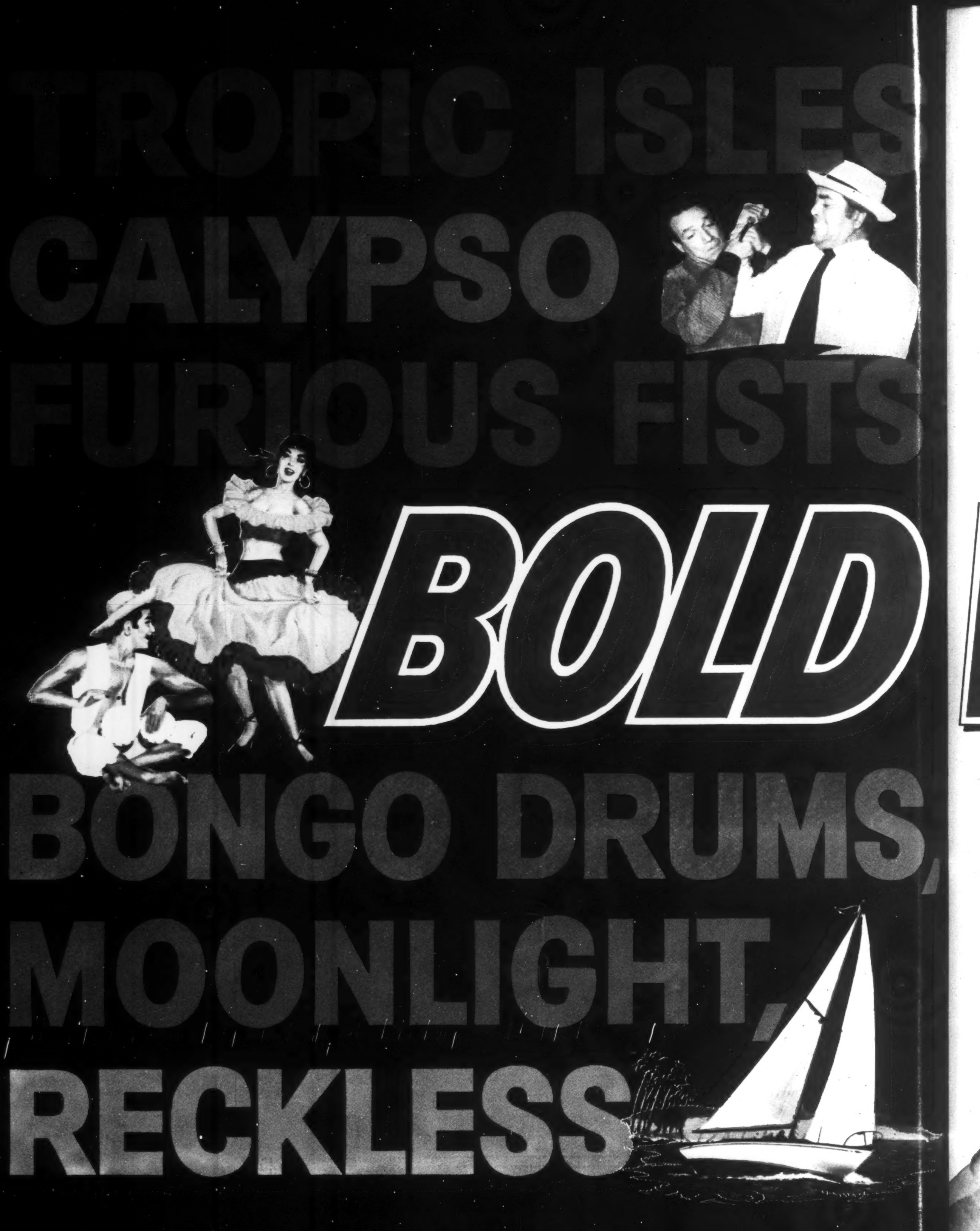
Here are the latest Memphis Surveys showing leads in competitively-rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

	A.R.B. Oct. 29-Nov. 25 '58 (Metro Area)	Pulse Nov. '58 (Metro Area)	Nielsen Nov. 9-Dec. 6 '58 (Station Area)
WREC-TV	**248**	**293**	**275**
Sta. B	94	96	66
Sta. C	69	29	70

WREC-TV
Channel 3 Memphis

CBS
TELEVISION

Represented Nationally by the Katz Agency


TROPIC ISLES
CALYPSO
FURIOUS FISTS
BOLD
BONGO DRUMS,
MOONLIGHT,
RECKLESS

. . . . . . AND IN CALYPSO-LINGO, THIS ALL MEANS

*Cucky!**

*CARIBBEAN DEFINITION: **"DEVIL-MAY-CARE"!**

Sassy as a calypso ballad! Romantic as a moonlit beach! A potent blend of suspense, mystery and international intrigue amid the feverish atmosphere of torrid Trinidad!

ZIV'S NEW *"Devil-May-Care"* SERIES

VENTURE

Explosive Action in the Colorful Caribbean!

starring

DANE CLARK

and introducing

JOAN MARSHALL

From the Florida Keys to Trinidad . . . . they find *ADVENTURE* in every port of call!

Every week a sparkling half hour! Already signed to sell for advertisers in over 120 markets!

ZIV
Television

RCA 5KW FM TRANSMITTER

TYPE BTF-5B

DESIGNED FOR MULTIPLEXING AND REMOTE CONTROL

THIS NEW FM TRANSMITTER is designed for both conventional and multiplex operation. Outstanding performance features such as, a direct FM system, built-in remote control provisions, screen voltage power output control, and many others, make the BTF-5B today's best FM transmitter buy.

ADEQUATE COVERAGE—Its 5000-watt power output provides adequate coverage of a multiplex channel and improved coverage for conventional operation. The high power level permits the use of low-gain antennas to achieve a high ERP.

UNIQUE EXCITER—New FM Exciter, Type BTE-10B, uses "Direct FM" modulator circuits, thus fewer tubes are required. Automatic frequency control system with frequency detector prevents off frequency operation.

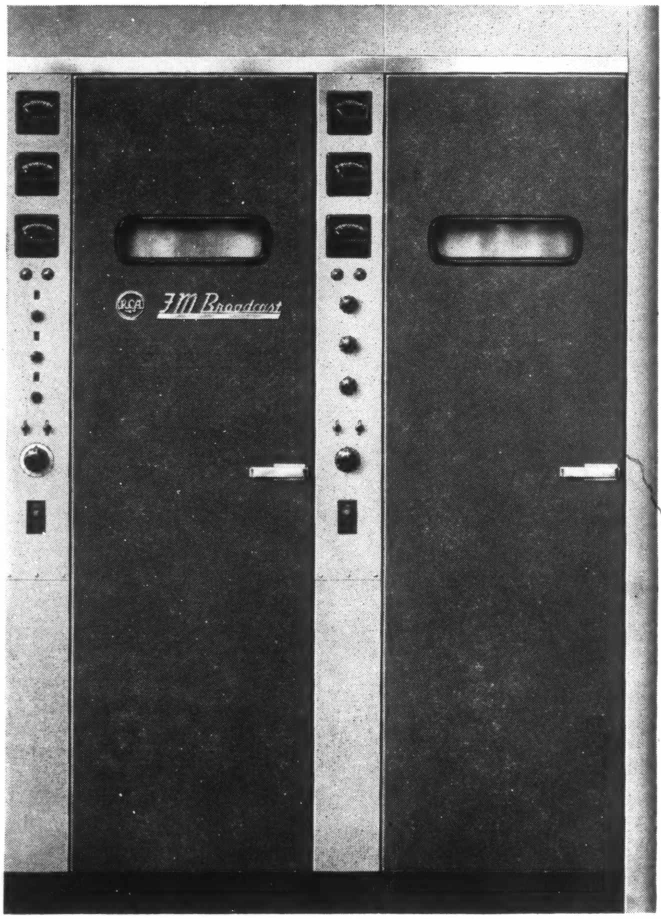
MULTIPLEX ACCESSORIES—Subcarrier generators for multiplex operation are available as optional equipment. There is room inside the new transmitter for mounting one of these generators. Exciter and subcarrier generators are also available as separate items for use with existing FM transmitters.

BROADBAND ANTENNA—New antenna designed to meet low VSWR requirements of multiplex system is available, along with a complete line of FM accessories.

*

For all your FM needs call your nearest RCA Broadcast Representative.

IN CANADA:
RCA VICTOR Company Limited, Montreal



OUTSTANDING FEATURES OF THE BTF-5B

- **Designed for Remote Control**
- **Direct FM System**
- **Designed for Multiplexing**
- **Fewer Tubes and Tuned Circuits**
- **Built-in Oscilloscope for Easy Tuning**
- **Choice of Colors**
- **Matching Rack Available for Accessories and Additional Subcarrier Generator**

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, NEW JERSEY

Tmk(s) ®

DATEBOOK

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

FEBRUARY

Feb. 1-6—Winter meeting of **American Institute of Electrical Engineers**, Statler Hilton Hotel, New York, includes four sessions devoted to radio and tv experiments and operations. NBC and CBS videotape installations will be described.

Feb. 2-6—Combined **NAB boards** will meet at Hollywood Beach Hotel, Hollywood Beach, Fla. Semi-annual session opens Feb. 2 with Tv Finance Committee; Feb. 3, General Fund and Membership Committees; Feb. 4, Tv Board; Feb. 5, Radio Board; Feb. 6, combined Tv and Radio Boards.

***Feb. 3: Radio & Television Executives Society** Timebuying & Selling Seminar luncheon, 12:15 p.m., Hawaiian Room, Hotel Lexington, New York City. Topic: "Two Types of Radio." Speakers: A. W. Dannenbaum Jr., vice president, sales, Westinghouse Broadcasting Co., and Arthur Hull Hayes, CBS Radio president.

***Feb. 3—National Collegiate Athletic Assn.**, Television Committee, Conrad Hilton Hotel, Chicago. Suggestions to be received on 1959 tv plan from network, agency and pay-tv (Skiatron) spokesmen.

***Feb. 4—Radio & Television Executives Society's** "Newsmaker" luncheon, 12:30 p.m., Ballroom, Hotel Roosevelt, New York. FCC Chmn. John C. Doerfer and members of Commission will be honored. Mr. Doerfer will report on FCC activity.

Feb. 5-April 30—Thursday evenings, 13-week seminar in operations research for advertising and marketing personnel, sponsored by **Advertising Research Foundation**, at site to be announced.

Feb. 5-8—Hi-fi Show, Shoreham Hotel, Washington. The newest in stereo and reproducing gear will be on display.

Feb. 6-7—Radio-Tv Short News Course, U. of Minnesota School of Journalism, Minneapolis.

***Feb. 8-14—National Advertising Week**, sponsored by Advertising Federation of America and Advertising Assn. of the West. Members of Congress will be Ad Week guests of Advertising Federation of America reception Feb. 9 at close of AFA's first midwiner conference, Sheraton-Park Hotel, Washington. Over 350 advertising leaders expected at conference.

Feb. 9—Broadcast Advertising Clinic sponsored by **Hollywood** (Calif.) **Advertising Club**, Hollywood Roosevelt Hotel, 9:30 a.m.-4:15 p.m. Club's first annual radio-tv commercial awards will be made at luncheon.

Feb. 10—Entries close for **National Headliners Club** awards. Address Mall Dodson, Convention Hall, Atlantic City, N. J.

***Feb. 11**—Oliver Treyz, ABC-TV president, will answer **Fortune** article, "The Light That Failed," at **Chicago Broadcast Adv. Club.**

***Feb. 12—National Stereophonic Radio Committee** of Electronic Industries Assn., Institute of Radio Engineers hdqrs., New York. Separate panels will start plans to create systems uniformity in compatible stereo sound.

***Feb. 12**—Sixth annual Brotherhood Media Awards of the **National Conference of Christians & Jews** to be presented at New York Brotherhood Week luncheon in Astor Hotel, New York.

Feb. 14—Institute of Radio Engineers, Washington Section, annual banquet, Statler Hilton Hotel, Washington.

Feb. 15—Trial of former FCC Comr. Richard A. Mack and friend, Thurman A. Whiteside, for conspiracy to defraud United States scheduled in **U. S. District Court**, Washington. Motions for trial to be held in Miami are pending.

***Feb. 16**—Boston ch. 5 rehearing scheduled to begin. This is on question of off-record conversations with FCC commissioners during original comparative hearing, remanded to the **FCC** by the U.S. Court of Appeals for the District of Columbia. Examiner: Judge Horace Stern.

***Feb. 17-18—Michigan Assn. of Broadcasters**, legislative convention, Olds Hotel, Lansing.

***Feb. 17-19—Broadcasting & Film Commission—National Council of Churches**, annual meeting, Sheraton-McAlpin Hotel, New York.

Feb. 17-20—Audio Engineering Society, annual western convention, Hotel Biltmore, Los Angeles.

Feb. 18—Comments due on **FCC** proposal to revise program and commercial listings in application forms for new radio and tv stations, licenses and transfers. Docket No. 12,673.

Feb. 21—United Press Intl. Broadcasters Assn. of Connecticut, Jolly Fisherman, Norwalk.

Feb. 24-25—NAB Conference of State Broadcaster Assn. Presidents. Annual meeting and conferences with legislators. Shoreham Hotel, Washington. A feature of the final day will be the annual Voice of Democracy awards luncheon.

Feb. 25-27—Electronic Industries Assn. industrial relations conference, Chase-Park Hotel, St. Louis.

MARCH

***March 4—California Broadcasters Assn.**, annual membership meeting, El Dorado Inn, Sacramento.

March 15—Assn. of Maximum Service Telecasters, annual membership meeting, Conrad Hilton Hotel, Chicago, 10 a.m.

March 15-18—NAB's annual convention at the Conrad Hilton Hotel, Chicago. Exhibits open; non-agenda meetings scheduled March 15. Formal sessions open at noon March 16 with keynote speech by Robert W. Sarnoff and continue through March 18; schedule topped by an address by FCC Chairman John C. Doerfer and FCC-industry roundtable. Only NAB associate members supplying broadcast equipment are eligible to exhibit. Annual **NAB Engineering Conference**, with several joint management-technical sessions, will be held concurrently with convention in the same hotel.

***March 16—NAB Tv Code Review Board**, Conrad Hilton Hotel, Chicago.

March 18-20—Quarterly conference, **Electronic Industries Assn.**, Statler Hilton Hotel, Washington.

March 23-26—National convention, **Institute of Radio Engineers**, Waldorf-Astoria, New York. The nation's leading electronic scientists will attend. Advances in space technology and major new electronic fields will be explored.

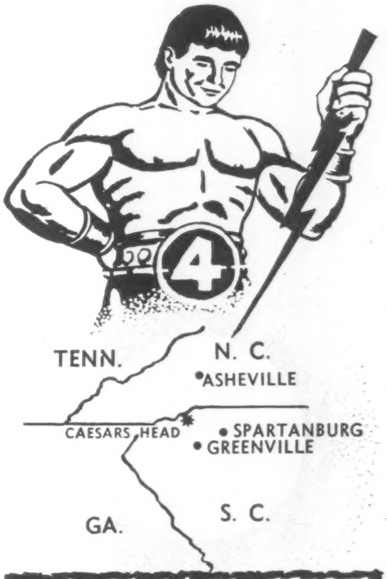
APRIL

April 1—Research workshop **Assn. of National Advertisers**, Hotel Pierre, New York.

***April 3-5—Mississippi Broadcasters Assn.**, annual meeting, Buena Vista Hotel, Biloxi.

April 5-8—National Retail Merchants Assn., sales promotion division, Eden Roc Hotel, Miami Beach.

THE ONLY ONE THAT GIVES YOU ALL THREE



GREENVILLE
SPARTANBURG
ASHEVILLE

Only WFBC-TV, "The Giant of Southern Skies," gives you dominant coverage in these three metropolitan markets.

Ask the Station or WEED for latest market data, surveys and availabilities.

Represented Nationally by
WEED TELEVISION CORP.

CHANNEL 4
WFBC-TV
GREENVILLE, S. C.
NBC NETWORK

RADIO AFFILIATE, "THE PIEDMONT GROUP"
WFBC - GREENVILLE WORD - SPARTANBURG

the disappearance of Mel Makegood

"Makegood disappeared the day we got our TelePrompTer"

Makegoods are no problem when you have TelePrompTer to keep your commercials accurate. And rehearsal time is cut way down, too. That's why so many stations are finding it profitable to install TelePrompTer. The smooth, professional delivery you get with TelePrompTer assures network quality at the local level. Both broadcasters and clients agree "No station is fully equipped without TelePrompTer."

The TelePro 6000 Rear Screen Projector, too, can show your client's office, store or factory as a convincing background to any commercial. See both TelePrompTer and TelePro at the N.A.B. Convention, March 15th.

Specialists in
GROUP COMMUNICATIONS

TELEPROMPTER
CORPORATION

311 WEST 43 ST., NEW YORK 36, N. Y.

LOS ANGELES • WASHINGTON, D.C. • CHICAGO
HUNTSVILLE, ALA. • TORONTO • LONDON

OPEN MIKE

Still being noticed

EDITOR:

. . . I think the overall re-formatting and re-sizing, and the move of MONDAY MEMO, is a fine improvement . . .

Gene Accas
Associate Media Director
Grey Adv., New York

EDITOR:

Congratulations on your new format. Paraphrasing the old saying: Good things come in smaller packages.

Jeremy D. Sprague
Assistant Media Supervisor
Cunningham & Walsh
New York

EDITOR:

I greatly admire the recent changes in format of BROADCASTING Magazine, even to the name and the addition of new departments, such as DATEBOOK.

Lawrence Webb
Managing Director
Station Representatives Assn.
New York

EDITOR:

The new suit—on you it looks good!

George W. Bailey
Institute of Radio Engineers
New York

EDITOR:

I like the new size and format.

Edward P. Whitney
Executive Director
National Community Television Assn.
Washington, D.C.

Mikoyan debut on tv

EDITOR:

IN THE JAN. 19 ISSUE PAGE 86 IT STATES THAT THE RUSSIAN DEPUTY PREMIER MIKOYAN MADE HIS AMERICAN TV DEBUT OVER KTTV (TV) LOS ANGELES ON JAN. 12. THIS STATEMENT SHOULD BE CORRECTED FOR ON JAN. 10 FROM THE SAN FRANCISCO PRESS AND UNION LEAGUE CLUB, KPIX (TV) DID A LIVE TELECAST OF HIS ONE HOUR NEWS CONFERENCE.

AL BACCARI
KPIX (TV) SAN FRANCISCO

Wanted in Sweden

EDITOR:

I would like information concerning the cost of a year's subscription to your magazine to be sent air mail to one of our clients in Sweden.

Bill Wolff
Radio-Tv Director
Advertising Agencies Inc.
Hollywood, Calif.

[EDITOR'S NOTE: Air mail service is available to all subscribers for the actual postage expended. The rate to Sweden is $1.65 per issue, or $85.80 for the year.]

Wanted: Memorabilia

EDITOR:

We are preparing a slide file and strip-film lecture concerning the history of radio broadcasting to 1934. We are searching for photographs and any other materials concerning performers, studios, equipment, etc. of this period. If any of your readers should have any materials they believe would be of interest to us, we would appreciate it if they would write us at the Dept. of Speech, Ohio State U, Columbus 10, Ohio.

Jos. F. Scharrer and
Raymond T. Bedwell Jr.
Ohio State U.
Columbus, Ohio

Farm program evolution

EDITOR:

Radio and television programs expressly for farmers are passé.

Most of our food and fiber is produced by a small percentage of the nation's farmers. This man does not turn on his radio or television set to learn how to control chinch bugs and anthracnose, or to get the best ration for laying hens. Like anyone else he listens and watches for news, weather reports, music and entertainment.

We do need farm programs for city people to tell them the fascinating story of their "daily bread"—the things they too often take for granted.

Such a program can be made to appeal to all people and it will not be limited in sponsorship to feed, fertilizer and farm implement manufacturers.

Why doesn't someone tackle it?

Charley Stookey
Box 611
Avon Park, Fla.

WFMJ-TV has Play-Doh

EDITOR:

RE YOUR PLAY-DOH SUCCESS (JAN. 12 PAGE 45), CH. 21 WFMJ-TV YOUNGSTOWN SHOULD HAVE BEEN INCLUDED AMONG STATIONS PARTICIPATING IN THIS SUCCESSFUL CAMPAIGN.

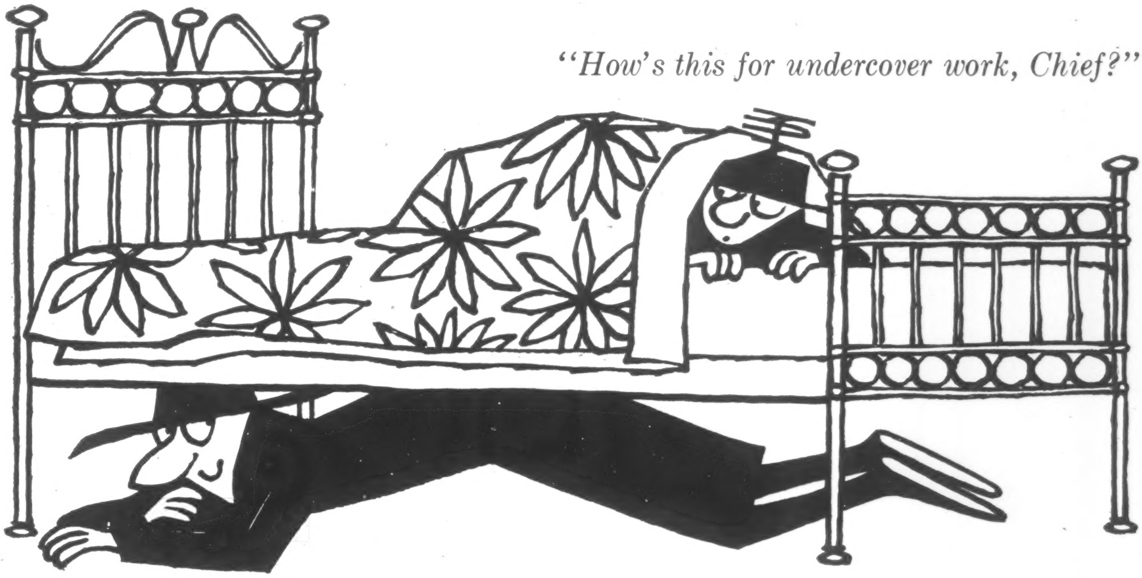
MITCH STANLEY
MANAGER
WFMJ-TV YOUNGSTOWN, OHIO

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

Another thriller-diller from WJRT—


"How's this for undercover work, Chief?"

"You're getting warm, Ponsonby. But next time try WJRT. It's the efficient way to blanket Flint, Lansing, Saginaw and Bay City."

Hottest thing in mid-Michigan TV: WJRT, the single-station way to reach the nearly half-million TV households in mid-Michigan. And surely the most efficient way—for WJRT covers all four mid-Michigan metropolitan areas—Flint, Lansing, Saginaw and Bay City—with a grade "A" or better signal. No further need to look in from the outside. WJRT gives you penetration from within. If you want to tell your story in Flint, Lansing, Saginaw and Bay City, WJRT is the way to cover all four with a single-station buy. Come on in; the selling's fine.

WJRT

CHANNEL **12** FLINT

ABC Primary Affiliate

Represented by **HARRINGTON, RIGHTER & PARSONS, INC.**

New York • Chicago • Detroit • Boston • San Francisco • Atlanta

Buy George, Smidley

Geo. P. Hollingbery, that is!

Yessir, Smid, the Cascade folks got a new rep.
And, by George, don't you forget it—
George P. Hollingbery Company,
national representatives
for Cascade Broadcasting as of February 1st.
So let's "buy" George and Cascade,
huh, Smidley? Right?

CASCADE BROADCASTING

KIMA-TV
YAKIMA, WASH.

KEPR-TV
PASCO, RICHLAND, KENNEWICK, WASH.

KLEW-TV
LEWISTON, IDA.

KBAS-TV
EPHRATA, MOSES LAKE, WASH.

KIMA
YAKIMA, WASH.

KEPR
PASCO, RICHLAND, KENNEWICK, WASH.

KWIQ
MOSES LAKE, WASH.

Now Represented by GEORGE P. HOLLINGBERY COMPANY

MONDAY MEMO

from **NORMAN H. STROUSE,** *president, J. Walter Thompson Co., New York*

The 'Sixties' are less than a year away

For the past several years we've read articles in business publications and heard talks at various conventions written or delivered by those with sufficient authority and courage to forecast the remarkable opportunities that will suddenly spread out before us in the 1960s. These forecasts have been made so many years in advance that we've fallen into the habit of thinking of the event itself as set in the future, remote from our present problems.

This has been particularly true during the past year, when a sharp and largely psychological recession caused only too many business executives to drop their happy preoccupation with a constantly rising level of sales and profits and attend to the practical problems of an equally rising level of costs.

But the dreamed of "sixties" are literally just around the corner—only a matter of months away. And there is little reason to doubt that the dream will be a living reality. In fact, even during this past year the factors which have been at the root of our expanding economy have continued to operate and have been building a backlog of potential demand which we have only to trigger to convert into sales.

Long Range Look • The most disappointing fact of this past recession year was that so many American marketers lost sight of long-range objectives and curtailed their advertising and promotional investments in order to come up with an earnings-per-share figure on December 31 which would require the least explanation or defense. As a result many companies suffered an unseen loss in opportunities to increase consumer preference because they allowed short-term expedience to weigh too heavily in the scale against long-term growth.

Fortunately, the consumer was not too greatly influenced by such management practices, except to the extent that they were not sufficiently prodded to purchase durable goods.

But our economy is swinging up again with reassuring resilience, thanks not so much to the wise business statesmanship of American marketers but rather to the dynamic economic health of the great body of American consumers who are sometimes sounder in their judgments than our multiplying echelons of management.

As we move shortly into the "golden sixties" of latter-day convention speeches, it's important that we renew our basic convictions about the unquestioned growth and change in our economy. In recent talks I attempted to summarize this growth and change by means of the concept of a four-dimensional or "4-D Consumer" which I would like to repeat.

His first dimension is *height*, you might say—he's greater in numbers. And in playing the numbers game, he has repeatedly embarrassed the population authorities by undertaking earlier marriages and making larger families stylish again. The Census Bureau in its 1946 forecast missed by 17 million people the size of our population in 1955. Now we have passed 175 million, and we can expect a market of 195 million by 1965 and very likely 211 million by 1970.

Acceleration • But because of the sudden acceleration of the birth rate in the early 1940s and the increasing longevity due to the astonishing advances in medicine, we now find ourselves with a disproportionately low percentage of our total population in the development age range of 25 to 45, which will create serious personnel shortage problems.

The second dimension of our 4-D Consumer is *breadth*—he's changing rapidly in his geographical distribution. He has become a mobile animal and for the past five years over 30 million of them have been changing their addresses each year. They are bringing about significant regional shifts in our population and at the same time are coalescing into what we now identify as "interurban strips." These are continuing phenomena, demanding close attention of both advertisers and media to avoid getting out of focus with the market.

The third dimension is *depth*—the economic resources of the 4-D Consumer are increasing with unprecedented speed. Whereas in 1950 our population contained just over 11 million spending units with a disposable income of $4,000 or more after federal taxes, by 1956 there were 26 million such spending units, and in 1960 —next year—it is forecast that there will be 36 million such spending units.

This is resulting in a greater range of purchase option, a lessening in the importance of price alone as a decision factor and an increase in demand for quality and convenience.

'Hard Sell' Out • The fourth and final dimension we might call *texture*—the 4-D Consumer is becoming better educated and therefore more discriminating both in the products he buys and in his appraisal of and his response to the methods of communication by which we attempt to sell him.

And the discriminating consumer is much less apt to be impressed with the "hard sell" which has had a tendency to elbow its way so brusquely into our broadcast commercials this past year or so. With our increasing level of education, we must be careful not to fall into that self-deception that assumes that millions of people will succumb to advertising techniques which we would not be proud to fall for ourselves.

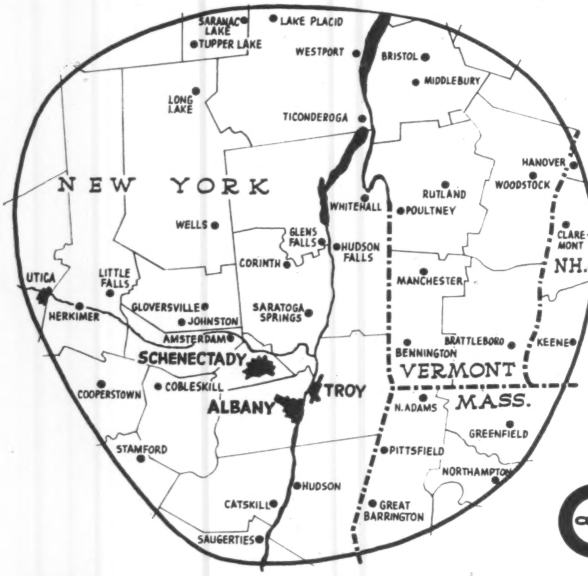
During the "sixties" we will be knee-deep in luxuriant markets, but anyone who judges these markets strictly on the basis of numerical increases and attempts to sell them with simply "more of the same" will risk loss in share of market and all the attendant ailments that flow from what we may term, in the colloquial, "slipping." And if your slip is showing, it is amazing how many of your competitors will notice it—and take advantage of it.

Norman H. Strouse, b. Nov. 4, 1906, Olympia, Wash.; graduate, Olympia High School; no college education; honorary LL. D., Colgate U.; started with J. Walter Thompson Co. in 1929 as space buyer in San Francisco, became assistant Pacific Coast manager in 1942. Enlisted as private in Army Air Force in 1942 and left service in 1945 with rank of major. Returned to JWT in 1946 as account representative on Ford car in Detroit, became Detroit manager 1948, elected v.p. of agency 1947, director 1949 and president June 1955. The Strouses maintain residences in New York City and Harbor Springs, Mich.

a NEW plus market

The $3 BILLION GOLDEN CIRCLE

Albany — Schenectady — Troy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STAMFORD
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GREAT BARRINGTON
SAUGERTIES

abc

CHANNEL 13

THIS NEW STATION

WAST

ALBANY, N. Y.

Exclusive ABC for most of its coverage. Investigate . . . write, wire or phone today!

is *engineered* to deliver the market covering eastern New York, western Massachusetts and parts of Vermont and New Hampshire. It provides a sales potential of $3,495,571,000.00 consumer spendable income. And that's cash register money! Food sales alone are over $615 million; drugs over $72 million.

Represented by VENARD, RINTOUL & McCONNELL, Inc.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

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company name

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BROADCASTING*

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Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

* Reg. U. S. Patent Office

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Florida makes good business news with an average of 45 new plants every month

Some wag recently quipped—*New plants are going up in Florida faster than new hotels*. Curious thing about that statement is, it's true! Florida gained more than 500 new industrial plants and major expansions in 1958. That's more than all the hotels ever built here in any single year.

This doesn't mean Florida is for one moment forgetting its still-biggest industry, tourism. Far from it. With a $1.3 billion annual tourist trade, Florida continues to be one of the leading vacation meccas in the world.

It does mean, however, that another sturdy footing now underpins the prosperity of the state, and business news from Florida is vying with resort news for headlines.

The new missile-rocket field is a prime example with Cape Canaveral high in dateline popularity. And not to be overlooked are the many plants contributing to this tremendous project. New electronics firms and allied facilities are being launched throughout Florida with countdown regularity. Over 150 manufacturers are already in avionics, communications, missile tracking, computing and related industries. Yet these space-age businesses are only part of the story.

Now, each of the 21 major industrial classifications listed by the federal government is represented in Florida. That these new companies are enjoying a prospering economic environment is proven in the large number of expansions taking place each year.

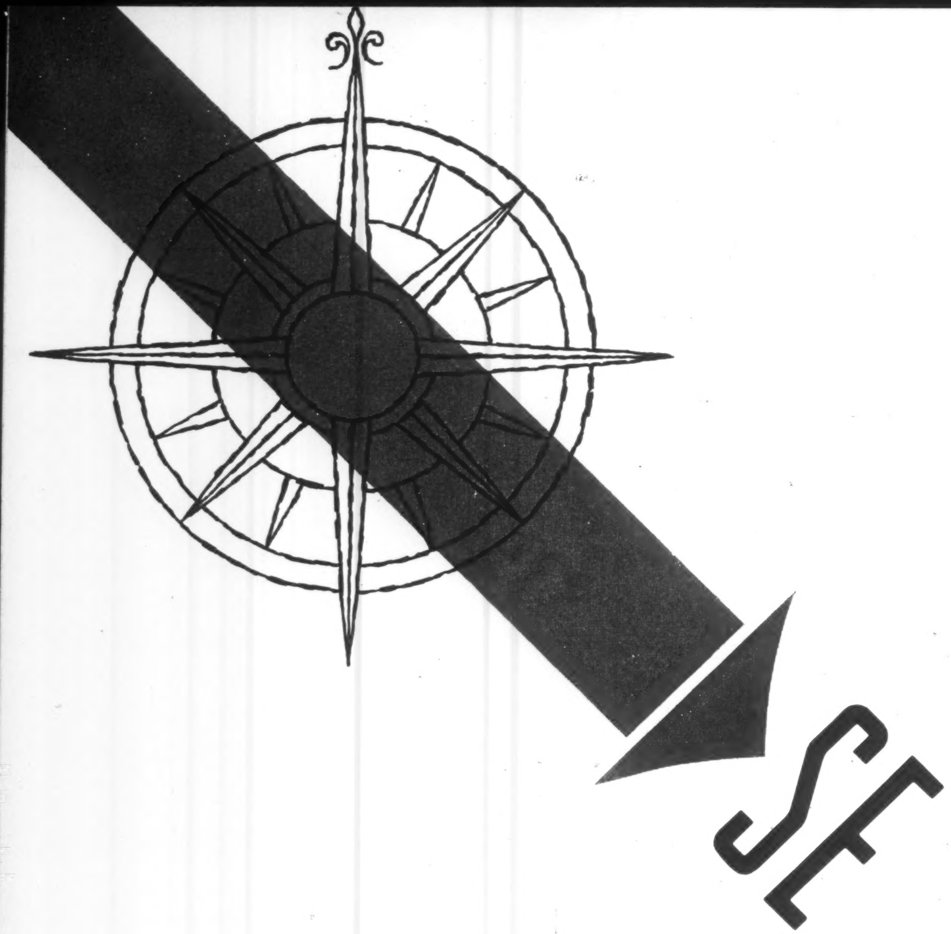
Capital investment for plants and equipment jumped 134% in the last ten years. The nation averaged 79%. Florida manufacturing employment rose 74% in the same period. U.S. averaged 10%. Plant payrolls soared 190%.

This growth requires skilled labor. Florida has it. Population gains keep pace with demands for personnel. An average of 3,000 new residents move here every week. Sixty-six percent are in the working-age bracket—18 to 64 years old. Thousands more want to come. Businessmen, professional men, skilled technicians and their families, plus the manufacturers who want to get closer to Florida's fast-growing markets. All want to know about living and working in Florida.

If you'd like to give them such facts in your time-to-time reporting on the Florida scene, we'd like to help you gather the information you need. Simply address:

State of Florida Development Commission
515-T Caldwell Building
Tallahassee, Florida

Florida
YEAR 'ROUND LAND OF GOOD LIVING



CHARLOTTE-WBTV RULES ABSOLUTE AS FIRST TELEVISION MARKET IN ENTIRE SOUTHEAST AS MEASURED BY N.C.S. #3

The Charlotte-WBTV television market totals 632,070 homes. Its nearest competitor in the Southeast, Atlanta, has 579,090.

WBTV's set count exceeds that of the second Charlotte station by 43%—delivering 189,380 more television homes!

Buy WBTV as your first, biggest step to television coverage of the Southeast. Contact CBS Television Spot Sales or WBTV for the full fabulous coverage and dominance story.

COMPARE THESE SOUTHEAST MARKETS!

WBTV-Charlotte	632,070
Atlanta	579,090
Louisville	509,480
Birmingham	587,800
Memphis	453,240
Charlotte Station "B"	442,690
Miami	434,800
New Orleans	380,020
Nashville	366,560
Norfolk-Portsmouth	337,580
Richmond	311,680

FIRST, BIGGEST STEP
TO TV COVERAGE
IN THE
SOUTHEAST

CHANNEL
3
WBTV
CHARLOTTE
JEFFERSON STANDARD

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

February 2, 1959
Vol. 56 No. 5

A NETWORK WITHOUT ADVERTISING?

- **Nucleus of national radio program service takes shape**
- **It includes some of CBS's and NBC's biggest affiliates**
- **They want network product without network competition**

Some of the most respected broadcasters in the country last week took a long step toward formation of a nationwide radio program service which would supply network-type programs but would not sell advertising.

Some have already signed a "letter of intent" committing them to underwrite the project, which is tentatively named "Radio World Wide."

The start of operations is contingent upon commitments from at least 25 major stations in major markets for a minimum of two years at a subscription rate of 30 times the station's highest one-time, one-minute rate per week.

It is estimated that from 25 such stations a minimum of $3 million for the first two years of operation would be guaranteed. That figures out to an average contribution of $60,000 per year per station.

Planning Session • The plan was discussed in detail last week at a secret meeting of executives of some 30 long-established radio stations. The meeting was held at the Conrad Hilton Hotel in Chicago. The "letter of intent" (see text, next page) was circulated at the meeting. Some signed it; some took it home to obtain approval from ownership of their properties. A few reportedly rejected the plan. At least one station which was not represented at the meeting reportedly had made a tentative endorsement. Still others who were not at the meeting have indicated interest.

Several leaders of the project are represented by the Henry I. Christal Co., a representation firm dealing exclusively in radio, but not all Christal stations were at the meeting, nor are all Christal stations reportedly in favor of the plan. The movement embraces stations represented by several different representation firms and affiliated (now or recently) with both CBS Radio and NBC Radio.

A complete list of the stations with delegates at last week's meeting could not be obtained at the time this story was written late Thursday (Jan. 29), but these were definitely identified:

NBC affiliates: KFI Los Angeles, KHQ Spokane, KSD St. Louis, WGY Schenectady, WTIC Hartford and WFAA Dallas (which operates on two frequencies alternately with WBAP Fort Worth and is NBC on 820 kc and ABC on 570 kc).

CBS affiliates (or recent disaffiliates): KTRH Houston, WTAG Worcester, WHAS Louisville and WJR Detroit. The majority of the other 18-20 stations which were represented at the meeting reportedly were CBS affiliates now or stations which recently disaffiliated as a consequence of CBS Radio's adoption of its Program Consolidation Plan. Still other CBS Radio outlets have the proposal under consideration although they did not attend the meeting.

Non-Competitive Supplier • Details of Radio World Wide's operations and programming have not been planned, but the broad purpose of the service is to provide high-quality news, public affairs and entertainment programs from a national program source that does not compete with its members for national advertising revenue (CLOSED CIRCUIT, Jan 26).

MBS in the act?

MBS officials are thinking of forming a wholly-owned subsidiary to sell a specialized national and international news program service, BROADCASTING learned last week.

The subsidiary would be called World News Inc. Its programs would be fed to subscribers over Mutual's leased lines at times that are not in use for regular Mutual programming.

The present Mutual news program schedule would not be affected. If the project is undertaken, the Mutual news staff will be substantially expanded both in the U.S. and overseas. Officials at the MBS headquarters predict a decision will be reached shortly.

Stations could use whatever Radio World Wide programs they chose at times of their own choosing. All national advertising on the stations would be spot, sold by the stations themselves at their own rates.

In this respect Radio World Wide would differ radically from the defunct Quality Radio which was originally supported by several of the stations that are now prominently identified with Radio World Wide. Quality, which never went into operation but for several years had a skeleton sales staff, was to be not only a program service but also a national advertising vehicle sold as a unit as conventional networks are sold. The Quality idea was abandoned because it could not compete with established network prices. It never made a sale.

Radio World Wide would be nothing but a program service. Several of its supporters emphasized last week that the programs would include entertainment as well as news and public affairs, although at the outset it was expected that news and public affairs broadcasts would dominate the schedule.

Early Feelers • It was learned that supporters of Radio World Wide had conducted exploratory talks with several established program sources, including both the major news associations, United Press International and Associated Press. These explorations have dealt with the possibility of either UPI or AP supplying voice broadcasts.

Radio World Wide supporters have also talked with ABC Radio about the possibility of its providing the kind of service they want. At the moment an

The plan for 'Radio World Wide'

Here is the text of the "Letter of Intent" which the founders of the proposed program service have been asked to sign.

This is to affirm that Radio Station XXXX is in accord with the basic principles outlined for a proposed program service, tentatively named "Radio World Wide," and hereby asserts its interest in becoming a subscriber, contingent upon the following:

1. That at least 24 other high calibre stations in major markets have similarly signified their intent.
2. That all programs and services under contract will be under full control of the individual station and will be entirely separated from any sales activity for advertising revenue by any person or organization other than the station's own sales forces.
3. That qualified legal counsel has developed and submitted a charter and set of bylaws which reasonably protect the associates by requiring approval of future applicants to insure that only stations of similar quality will become associates.
4. That the maximum cost of each station's subscription will not exceed 30 times the station's highest one-time, one-minute rate weekly.
5. That details of corporate structure and programming policies will be subject to our review and approval before any formal and legally binding contract is tendered.

We further express our agreement that if and when all the foregoing conditions are met, the term of the formal contract would be for a period of two years.

(Signed)

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arrangement with ABC seems unlikely.

All these discussions have been tentative in the extreme, it was emphasized. At the Chicago meeting last week there were further discussions about program sources, but it was decided that organizational plans must be drawn before programming details could be arranged.

Two of the first items of business, assuming enough stations sign the letter of intent, will be the design of a corporate structure and the selection of a chief executive to head Radio World Wide.

Orderly Procedure • There is no specific target date for the beginning of Radio World Wide operations. Leaders of the movement were described as wishing to proceed with an orderly organization. They were hopeful of avoiding premature publicity that would wrongly indicate that their project was a sudden spasm induced by CBS Radio's conversion to PCP and by talk that NBC Radio might follow suit. These developments, it was stated, had to some degree crystallized action on the Radio World Wide idea, but the basic concept of such a service had been under investigation for years.

All the existing national networks and their affiliates have repeatedly studied proposals for conversion to a program service.

In the fall of 1956, this magazine took a national poll of both network affiliates and independent stations which showed substantial sentiment in favor of a "press association" type of network service that would be supplied to stations for a fee and would not be sold as a national advertising vehicle. In that poll 37.6% of the 580 network affiliates that responded said they would prefer a "press association" type of service to existing network service and 64.4% of the 565 independents that responded said they would be "interested" if such a service were offered (BROADCASTING, Nov. 26, 1956).

Mutual's Conversion • Shortly after the publication of the BROADCASTING survey the Mutual Broadcasting System, then under the ownership of General Teleradio, made a serious study of the prospects of converting to a program service to be sold to stations. The network's eventual decision was a modification. MBS was the first to offer stations programs, mostly news and commentary, at no compensation in return for the right to sell some of the programs to network advertisers while allowing the stations to sell others as they chose. (For news of Mutual's current consideration of a straight program service, see box page 23.)

Both before and after BROADCASTING's publication of its survey, CBS and NBC and their affiliates discussed the program service plan. Each time the networks concluded that the costs of operation could not be recovered from fees that stations were willing to pay.

The fourth radio network, ABC, made an intensive exploration of the subject only last April when there was some doubt that the company would stay in the radio network business. At that time, ABC officials calculated it would cost $4 million a year to run a national program service. In consultation with key affiliates, the network decided it could not collect that much in station fees.

Supporters of Radio World Wide say that the conventional networks have exaggerated the costs of a program service. For $2.5 million a year, they say, a high quality service including national and international news broadcasts and top entertainment shows can be scheduled regularly over Class A lines. They feel that the $1.5 million a year budget which the 25 charter subscribers would guarantee is enough to put Radio World Wide into sound business.

Only Way Out • In the belief of these broadcasters, a program service is the only way that big stations in big markets can continue to supply varied programming without going broke.

"The economics of present network arrangements are cockeyed," one leader in the Radio World Wide movement said last week. "Either the network has to lose money or the affiliates have to lose money. The only way to make sense out of this is to revise the arrangement so the same facilities are sold at the same price to all national advertisers.

"As it is now, if a network affiliate tries to sell a minute spot to Chevrolet, for example, Chevrolet says: 'Why should I buy the spot for your $50 spot rate when I can get the same commercial on your station through a network buy for maybe $3.25?'."

Clicquot big in radio

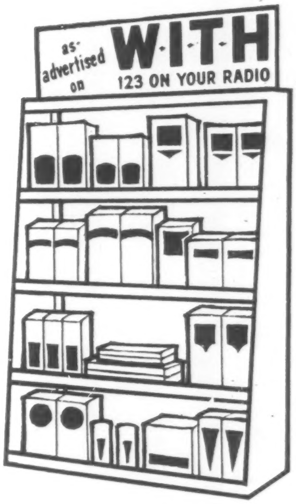
Aiming for one of the nation's biggest radio promotions, Clicquot Club Co., Millis, Mass., has announced plans to sponsor 3½ hours of recorded dance music in selected market areas throughout the country every Saturday night.

General Sales Manager Donald M. Smets explained at a three-day sales conference in Boston last week that there will be local promotions coordinated with the radio programs, including dance parties in the largest available facilities. The music will be adjusted to the tastes of each area but will emphasize the 1959 Clicquot slogan, "Let's go Klee-Ko."

The agency for the 78-year-old soft drink company is Daniel F. Sullivan Co., Boston.

POWERFUL NEW W-I-T-H DRUG MERCHANDISING!

- Covers 30 of the highest volume independent stores in Baltimore!
- Two weeks display of your product on the big WITH Drug Merchandising display stand in all participating stores!
- In-store poster displays of your product in all stores!
- Jumbo mailings to *every* retail drug store in the Baltimore Metropolitan area!
- Many more merchandising "pluses"! No other Baltimore radio station has anything like it! Get full details—now.



Write to Radio W-I-T-H Baltimore 3, Md.

or contact the W-I-T-H national representative nearest you:

Select Station Representatives in New York, Philadelphia, Baltimore, Washington
Clark Browne Co. in Dallas, Houston, Denver, Atlanta, New Orleans
McGavren-Quinn in Chicago, Detroit and West Coast

PARLIAMENT'S QUARTER-INCH

Radio-tv jingle adapts newspaper slogan

Parliament cigarettes breaks with a major media move today (Feb. 2) as its first commercials on a new copy theme sweep across the country, using network tv, spot tv and radio. The saturation radio campaign is a last-minute addition to the campaign.

The broadcast schedule, through Benton & Bowles, includes network tv (*Doug Edwards and the News* and *Perry Mason* on CBS-TV), spot tv using about 130 station in the top 50 markets, and a "wave" of radio spot (an average of 100 spots weekly on some 65 stations covering 14 major markets and others).

Behind the broadcast acceleration is a media story of a copy theme developed in newspaper advertisements and then adapted to radio and tv. It is part of a stepped-up move by Parliament in the war of the filter brand cigarettes.

Actually the broadcast approach of Parliament is quite simple though its action was one that its executives at first thought couldn't be done. The Parliament newspaper ad copy theme of "the most important one-quarter inch in smoking today" was put into a jingle.

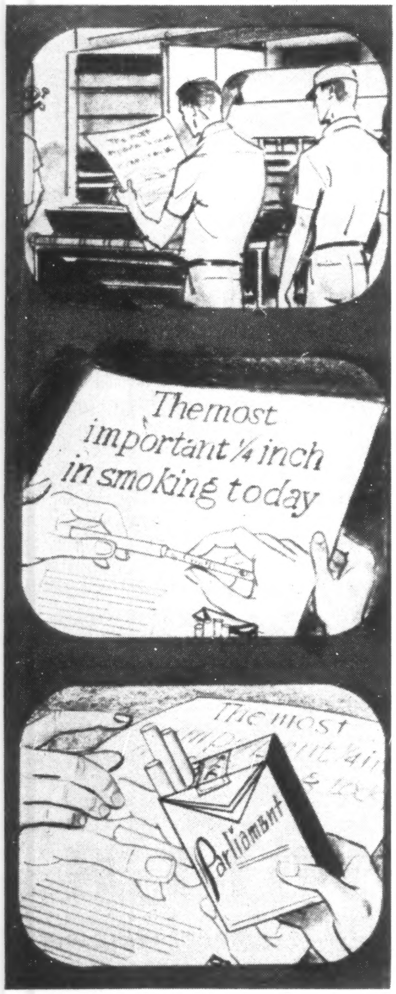
It was the jingle, nurtured by Parliament's agency, that got the hot-selling Philip Morris filter brand off the ground and into the broadcast air. Benton & Bowles and Faillace Productions, New York, came up with the lyrics and music. The jingles so captivated the client that radio was also brought into the plans.

The jingles were recorded the first week of January. Also during that week, MPO Productions, New York, filmed commercial footage at its studio and on location at the *Long Island Daily Press*. In the jingle, Faillace used five voices. The tv commercial has these credits: Mickey Schwartz of MPO, directing; Sol Dworkow (also producer), Bob Hughes and Ray Fitzgerald, all of B&B, copywriters. Frank Sims does the announcing for the tv commercial.

Prepared were two 60-second commercials and two ID's for television, and one minute radio announcements. Said Parliament's ad people: "We used radio because of the easy translation from print to sound of a product advantage." The advantage: the recessed filter (high-filtration) that traps nicotine and tar and has no "feedback."

As the jingle clocks it in a lilting tune:

"It's the most important quarter inch in smoking today
in smoking today
In Parliament trapped nicotine and tars all stay
tars all stay
A quarter inch away
A quarter inch away.
It's the quarter inch the filter is recessed from the tip
recessed from the tip
So no filter feedback
Can reach your lips
Tobacco tastes best
When the filter's recessed
Smoke Parliament."


The most important ¼ inch in smoking today
The most important ¼ inch in smoking today
Parliament

Storyboard • Printers produce Parliament newspaper ad, share Parliament pleasure in the process.

Parliament and B&B say they realized that in their copy theme they had something other than statistics which have loaded filter-tip cigarette makers' ad claims. And this could be seen and dramatized on tv. The difference for radio: the jingle.

The brand—now knocking at the sales door of the majors in the filter tip field—received new packaging and a price compatible with other filters when Philip Morris acquired Benson & Hedges more than a year ago.

Ketchum's best year was '58's $27 million

Ketchum, MacLeod & Grove, with offices in Pittsburgh, New York and Washington, D.C., had its biggest billing year in 1958, a total of $27 million. President George Ketchum placed the gain over 1957 at 12%, for the advertising and public relations agency. Noted was a trend among clients to increase their budgeting for services rendered (KM&G has a list of heavy industry accounts, places some radio-tv business and handles some stations themselves).

Otero, Winters open

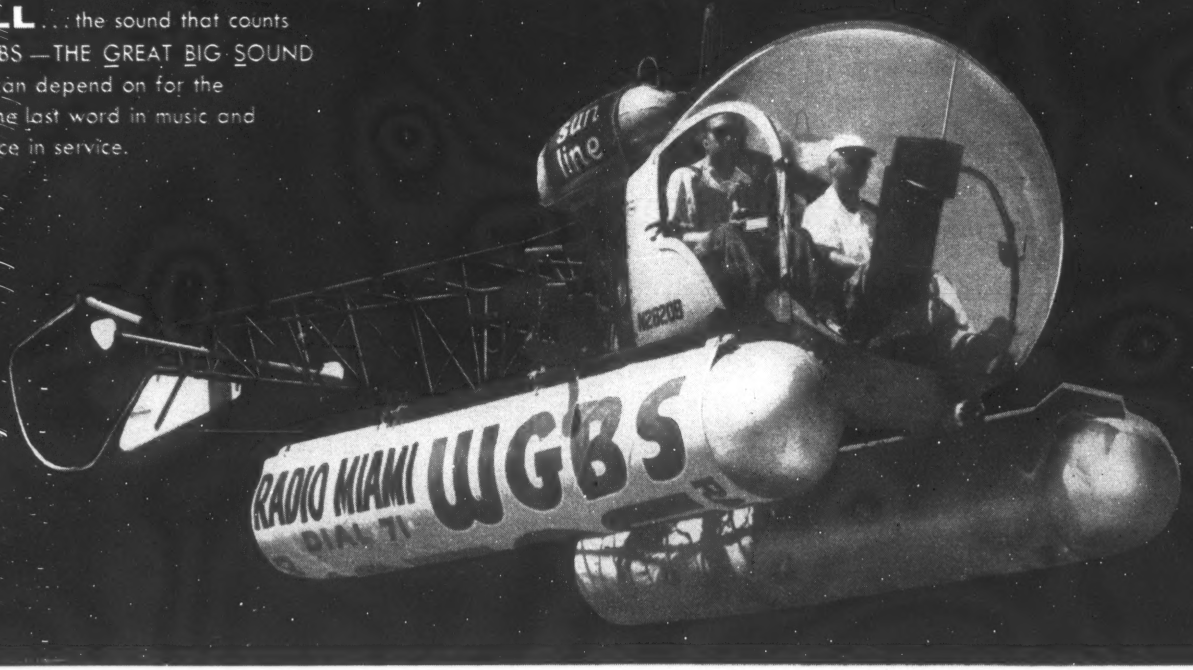
• Page B. Otero and Curtis R. Winters, formerly executives of McCarty Adv., L.A., announce opening of their advertising and marketing agency, Otero & Winters Inc. Mr. Otero is president and Mr. Winters is vice president of the new agency which is located at 9110 Sunset Blvd.; telephone: Crestview 4-5917.

League picks tv spot

• Joseph I. Sonnenreich Adv., New York, was presented with an award in the tv presentation category by the League of Advertising Agencies last Friday (Jan. 30) for a spot tv campaign conceived for Wispese Corp. (lightweight girdles), New York. The campaign, created by Sonnenreich Adv., ran in 35 markets last year and utilized semi-animation and illustrated techniques in explaining the features of the product. The tv award was one of 10 in various media categories presented by the league at its eighth annual dinner held at the Hotel Plaza in New York.

Whether direct airing of the daily morning and evening traffic flow . . . on-the-spot reporting of a hot news story . . . or delivering a WGBS personality to a music hop . . .

ABOVE ALL . . . the sound that counts is Radio Miami, WGBS — THE GREAT BIG SOUND listeners know they can depend on for the first word in news, the last word in music and the authoritative voice in service.



"Famous on the local scene"

WGBS

RADIO MIAMI IN FLORIDA

Represented by the Katz Agency

WGBS is a "touch of home" for the tremendous number of CBS radio fans among the more than six million visitors who come to Florida every year (74% by automobile).

ABOVE ALL, WGBS is *at* home with one and a half million radio listeners who live within its exclusive 50,000-watt Hi-Fidelity signal area 12 months of the year.

Storer Radio

STORER BROADCASTING COMPANY

WGBS	WAGA	WWVA	WIBG	WSPD	WJW	WJBK
Miami	Atlanta	Wheeling	Philadelphia	Toledo	Cleveland	Detroit

NO AGENCY 15%

. . . says KICD in move to single local rate

KICD Spencer, Iowa—"a 250-watter in a town of 7,400 people" which "grossed $234,000" last year—told advertising agencies last week it no longer will pay them 15% commission on business they place with KICD. Instead the agencies will have to bill their clients for the service, KICD explained, pointing out that in return the agency buying KICD will get "an honest dollar's worth of effort for its client."

This unique policy was disclosed by KICD President-General Manager Ben B. Sanders in announcing the station's swing to single-rate, dropping the former national rate and offering the present local rate to all advertisers. Mr. Sanders said KICD also will operate without a station representative. The station has been in the John E. Pearson Co. portfolio.

But Madison Ave. last week scarcely blinked at KICD's contribution to the drive for a single rate card policy in the broadcast media (BROADCASTING, Jan. 26, 19). Of the station's $234,000 gross in 1958, only 5% was national money.

A Pearson spokesman declined to comment on the KICD action. However, he said a national account now on KICD is Sinclair Refining Co., placing through Geyer, Morey, Madden & Ballard, New York.

Sanders: buy at one local rate

Agency Changes Mind • A representative of Geyer, Morey, at first said the agency would not accept the new KICD no-commission policy, but later said the agency would go along and handle it through a bookkeeping change—not explained—if the client wanted KICD, the only station in Spencer. Sinclair billed $1,500 on KICD in 1958.

Mr. Sanders wrote agencies in part: ". . . We're (1) going to one rate, (2) operating without a rep and (3) making our rates net-to-station. . . . We're going out on the limb, by doing something we feel will straighten up the rate problems eventually for all stations—one rate to all.

"And if a man wants the services of an advertising agency, let him pay for the services, not by paying us a higher rate, but by paying the persons performing the services—the agency. And in turn the agency will feel it is getting an honest dollar's worth of effort for its client.

"Your client will pay exactly the same rate as our main street merchant plus your commission. In this way he has the benefits of your ability at local rates. Advertising agencies have asked for this service—the local rates. We feel you are justified in your demands for fair and equal treatment. Hence the move. Time will demonstrate if we're right—we hope we are.

"A year from now we'll look at the figures and let you know."

Katz forms new agency for Baltimore clients

A new agency, Joseph Katz Co. of Baltimore, was organized yesterday (Feb. 1) as a separate entity from Joseph Katz Co., New York. The new firm will continue to handle accounts that were serviced in the former Baltimore office of the Katz Co.

Stanley E. Blumberg, vice president of the Katz agency, becomes president of Joseph Katz Co. of Baltimore. Harry Kullen, executive vice president of the firm headquartering in New York, is vice president of the new Baltimore operation. Gertrude Myers, administrative assistant to the late Joseph Katz, agency founder, will be secretary-treasurer of the Baltimore firm.

The original Katz agency was founded 39 years ago. In New York, Mr. Kullen said the Katz agency in that city will continue to handle American Oil Co. and other accounts. Plans of the agency will be announced soon, he added.

Joseph Katz Co. of Baltimore will maintain a working liaison with the New York agency and continue to service Pompeian Co., Maryland Paper Products Co., Maryland Cup Co., First National Bank of Baltimore, A. S. Abell Co. (WMAR [TV] Baltimore and *Sunpapers*), WWDC Washington, WMBR Jacksonville, Fla., WITH Baltimore, WXEX Richmond, Va., and other accounts.

10-second restriction placed on prize plugs

Free plugging of products given away as prizes on audience participation programs is restricted under an "interpretation" by the NAB Tv Code Review Board.

Roger W. Clipp, Triangle Stations, chairman of the code group, said the identification of giveaway prizes must not exceed 10 seconds of air time. The interpretation applies to all prize agreements made after Feb. 1. Code subscribers may complete existing agreements.

The 10-second limit was interpreted as "reasonable and limited." If identification of a giveaway exceeds 10 seconds, the entire announcement or visual presentation will be charged against the total commercial time allotment of the program period.

The Tv Code itself specifies that "reasonable and limited identification of . . . contest awards and prizes . . . shall not be included as commercial time" and that "any oral or visual presentation concerning the product or its donor, over and beyond such identification and statement, shall be included as commercial time."

RAB local ad survey

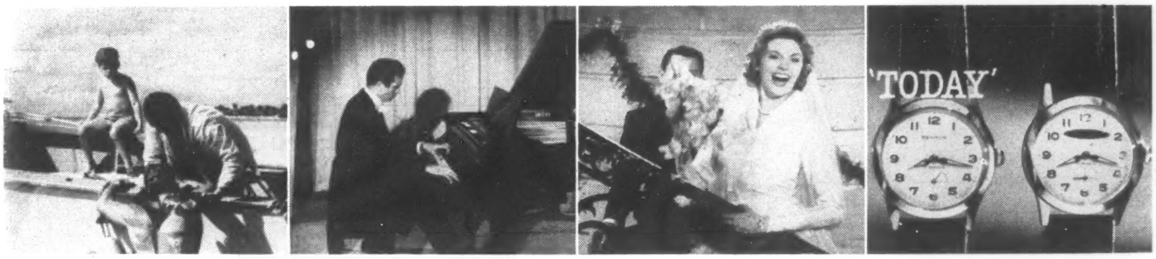
New and used car dealers came out on top in latest RAB survey of local radio advertising. The average RAB-member station chalks up 10% of its local dollar from this group. Furthermore, car dealers had the highest score in number of responding stations reporting revenue from a customer category —94.6%

In second place were supermarkets with 7% of average local revenue and 9 out of 10 stations listing them as clients. Department and appliance stores followed (tied for third), and furniture stores, banks, soft drink bottlers, savings and loan associations and religious (tied for seventh), gasoline stations, men's wear stores and dairies completed the top ten.

NL&B billings up 15%

Needham, Louis & Brorby added 15% more billings in 1958 over the previous year, showing an increase of nearly $5 million for a total of $37,-814,767. Addressing an employes' meeting, Maurice H. Needham, NL&B president, also reported a net profit of $203,403.

This data was included in the 12th annual report of the employe-owned agency, one of the few which makes public its financial details. Capitaliza-



Sport watch, dress watch, lady's watch—the new one-price Benrus 'Today' aims to out-pace look-alike competitors.

PREVIEW

Million dollar boost for $25 watch • Benrus Watch Co., New York, is investing $750,000 in tv specials (out of an estimated advertising budget of $1 million for the first six months of 1959) to promote a company innovation: a new watch that sells for $25 retail and carries an unconditional three-year guarantee.

Harvey Bond, vice president in charge of advertising, said Benrus decided to produce a one-price watch with an unconditional guarantee because the domestic watch industry as a whole has been plagued for years by "discountitis" and misleading guarantees. The new watch, styled "Today," includes a man's dress watch, a lady's dress watch and a man's waterproof sport watch. The big problem: how could Benrus tell the story of its new, one-priced timepiece most effectively?

Benrus and its agency, Grey Adv., New York, after considerable evaluation of all media, chose network television specials primarily to get the message to the consumer. The company has signed for one-half sponsorship of the Jack Benny one-hour specials on CBS-TV March 18 and May 23 and one-half of the Emmy Award telecast over NBC-TV in April, date not set. If the tv investment "ticks," Benrus intends to allocate to network tv, too, about 75% of an additional $1 million projected for the remainder of the year, according to Mr. Bond. In the first six months of this year, Benrus also will spend $250,000 for insertions in consumer magazines and for a saturation campaign on Mutual, starting mid-March.

Mr. Bond believes that network tv specials will provide mass coverage, generate excitement and lend prestige and credibility to the introduction of the "Today" line of timepieces.

"Most people may not believe this," Mr. Bond continued, "but several surveys show that more than 25 million Americans over the age of 18 do not own a watch. Indications are that these people have lost confidence in watches and are confused about the watches they want, largely because of price variations and misleading guarantees. These are the people we want to reach with 'Today' and we know that television is going to help us do it."

The commercial was conceived by the Grey Adv. creative staff. The film producer was Klaeger Film Productions Inc., New York.

tion consists solely of common stock available only to employes, 52% of whom hold shares.

Re-elected to the board of directors were Mr. Needham, Melvin Brorby, Paul C. Harper Jr., James G. Cominos, Edmond C. Dollard, Vinton H. Hall, Frederick A. Mitchell and F. Winslow Stetson Jr. John F. Whalley was named to the board as financial vice president and secretary.

NL&B had combined radio-tv billings of $16.8 million last year, representing 47% of all billings, according to BROADCASTING's annual agency survey. Most of its activity was in network television.

Longer series pact sought by Gillette

Baseball Commissioner Ford Frick acknowledged last week that the Gillette Safety Razor Co., Boston, has proposed that its current pact for radio-tv rights to the World Series and All-Star games, concluding in 1961, be extended to 1964. Mr. Frick said that no decision has been reached.

Mr. Frick said Gillette pays $3.25 million a year for the rights through 1961 but reported that financial terms for the proposed extension have not been discussed. He added there has been "no action on Gillette's proposal and I don't know if there will. If we can get a good deal, I'd just as soon extend it."

Mr. Frick insisted that Gillette's move would not necessarily tie up the games and head off the threat of pay tv, adding: "We have an escape clause in the contract in the event pay tv comes into being."

Foreign commercials given ATAS screening

America may have put television into business first, but foreign tv commercial makers have forged ahead in that field with technical skill and freshness and are picking up the prizes to prove it. This was the point tv commercial consultant Harry Wayne McMahan was out to prove at two showings last week of international prize-winning filmed commercials for members and guests of the Academy of Television Arts and Sciences in New York.

Mr. McMahan, who was the American judge of the 1958 Venice Advertising Film Festival last September, presented 44 of the best European, Asian and American commercials, and for additional comparative purposes, ran off 14 domestic spots.

Mr. McMahan's remarks before each film pointed out the need for greater communication among the world's film production centers. America ranked behind France, England, Italy and Germany in the Venice competition. The U.S. lost out, according to Mr. McMahan, because of foreign superiority in "basic visual concepts" and "non verbal communication." The French commercials and theatre advertising films were notable for their lack of words, semi-abstract treatments, stop motion technique, transition smoothness and electronic sounds.

Mr. McMahan introduced a Belgian ad for Attraction bras as "the nearest thing to subliminal advertising." An attractive miss in a close-fitting dress was mentally undressed by a customer buying cravats. Quick flashes showing just her bra were inserted during her sales talk.

WHO'S LOOKING?

Cash gives counsel on use of research

A more detailed profile of the tv audience is on the way for advertisers and their agencies, according to Norman E. (Pete) Cash, president of Television Bureau of Advertising.

Mr. Cash spoke about the tv audience at a luncheon meeting of the Radio & Television Executives Society's timebuying and selling seminar in New York.

What Mr. Cash stressed: Data already available "have helped reduce the advertiser's risk by showing him the specific performance of his specific message."

Mr. Cash revealed TvB is preparing a comprehensive summary of tv audience composition, details of which will be released within the next two months.

TvB worked with A.C. Nielsen and The Pulse audience measurement firms, to tabulate the number of men, women, teenagers and children viewing by periods of the day, by program type both network and local. Said Mr. Cash: "We believe this report will be a major contribution to media, time period and program selection."

Mr. Cash's major point: It is important in good media research and use to know, not only the media, but the market of the product to be sold. It's necessary to know whom you should go after in your advertising and how often you should reach each person to convince him of the product's merits.

The TvB executive demonstrated evaluation of available data—and the fact that there must be skill and understanding when using averages because "all kinds of averages can be misleading"—by discussing westerns.

On the basis of general criticism, one would think the average tv show is a western, said Mr. Cash. But actual Nielsen data in December revealed 21 westerns, or less than 18% of nighttime network programming. In terms of total audience four out of the top 10 nighttime shows were westerns. On the basis of average audience, seven of the top 10 nighttime shows were westerns. He also found:

Of the 20% who view tv the least, westerns rated 26% higher than the average evening program; of the 20% who watch tv the most, westerns rated 63% above the average. The point: It is not true that the cautious viewer will shun westerns. He likes westerns above the average as does (though not to the extent of) the viewer who watches the most. "A total of 27 different sponsors, aiming at men, women, teenagers and children, used westerns."

To swap media ideas

"Marketing Assn. of North America," is the working title of an advertising agency network being organized by Yardis Adv. Co., Philadelphia, to enable member agencies to exchange creative ideas.

MANA is conceived as a group of medium-sized agencies that, through meetings, news bulletins and intercommunication, will improve the services and increase billings of member agencies.

A meeting to organize the association is tentatively planned for Chicago in April. Inquiries regarding MANA may be sent to Yardis, 2116 Walnut St., Philadelphia.

Media planners meet

A new professional group in the media field, New York Advertising Media Planners, elected officers at its first formal meeting Thursday (Jan. 29) at the Harvard Club. Formed by 20 men representing media departments of top New York advertising agencies, the group plans monthly meetings for discussions of integrated media plans, buying techniques and market information, as well as to maintain active communication with media groups in other sections of the country.

Media Planners first officers include President Newman F. McEvoy, senior vice president and media director of Cunningham & Walsh; Vice President W.E. Matthews, vice president and director of media relations of Young & Rubicam; Secretary Julius Joseph Jr., vice president and media director of Heineman, Klienfeld, Shaw & Joseph; and Treasurer William Schink, vice president and media director of G.M. Basford Co.

'Operation Gasoline'

RAB is well armed for "Operation Gasoline," a major sales effort designed to make giant oil companies see the wisdom of increasing 15-20% radio budgets to 30-50%.

The ammunition: just-completed, independently researched study of gasoline station patrons' media habits which shows (1) 48% more motorists are exposed to radio on the day they buy gas than any other medium; (2) motorists spend nearly twice as much time with radio (61%) than with all other media combined on the day of gasoline product purchase; (3) final advertising impression closest to the time of petroleum product sales comes from radio more often than any other medium—three times as many hear radio within 30 minutes of the purchase than all other media combined, and (4) four out of ten drivers listen to car radios, a third while en route to the gas station.

• Business briefly

Time sales

• Clorox liquid bleach plans an expanded tv campaign using both day and nighttime spots. Honig-Cooper, Harrington & Miner, San Francisco, is the agency.

• Sales representing $275,000 for CBS Radio were announced last week by John Karol, sales vice president. He said Lehn & Fink, for Lysol, bought 14 weekly units for eight weeks starting today (Feb. 2) through McCann-Erickson; American Motors' Rambler, eight weekly segments for 13 weeks effective Jan. 12 through Geyer Adv.; Clairol Hair Treatment, a unit each week for 30 weeks effective Jan. 27 through Foote, Cone & Belding and Mail Pouch Tobacco, segments during the week of March 3 through Charles W. Hoyt Co.

• Mennen Co., Morristown, N.J., has made extensive purchases on NBC-TV, calling for half-sponsorship on alternate weeks of *Cimarron City* (Sat., 9:30-10:30 p.m.) starting Jan. 31; *Dragnet* on alternate weeks (Tues., 7:30-8

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 126,230,000 people in the U.S. over 12 years of age during the week Jan. 9-15. They spent:

2,138.8 million hours	Watching Television
1.113.6 million hours	Listening to Radio
447.4 million hours	Reading Newspapers
196.8 million hours	Reading Magazines
379.1 million hours	Watching Movies on Tv
103.8 million hours	Attending Movies

These totals compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Tabulations are available from Sindlinger & Co. within two to seven days of the interviewing week. (Copyright 1959 Sindlinger & Co.)

SINDLINGER'S SET COUNT: As of Jan. 1, Sindlinger data shows: (1) 113,297,000 people over 12 years of age have access to tv (89.8% of the people in that age group); (2) 43,977,000 households with tv; (3) 48,543,999 tv sets in use in the U.S.

Unlike
anything you've seen
before!

Unlike anything you've seen before!

LARAINE DAY, GARY MERRILL,

PAT HINGLE,

CLIFF R

KEENAN WYNN, DAVID WAYNE, A

BERT LAHR, JAMES M

MARGARET HAMILTON, GENE L

WILLIAM PRINCE,

K

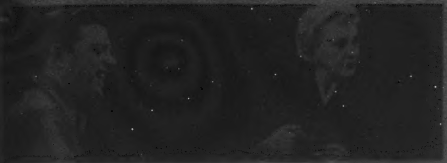
EDWARD ANDREWS, LOU NOVA, T

PATRICIA SMITH, M

BIFF McGUIRE, BOB PASTENE,

& OTHERS

MEET C



L, DARRYL HICKMAN,

F ROBERTSON, NANCY COLEMAN,

E, ARTHUR KENNEDY,

S MITCHELL, JOSEPH WISEMAN,

E LYONS,

GENE SAKS,

KIM HUNTER, MONA FREEMAN,

A, TIMMY EVERETT,

N, MIKE KELLIN, ISOBEL ELSOM,

E,

CHARLES DRAKE

T ON CBS FILMS' "RENDEZVOUS"

"RENDEZVOUS"

is the most important dramatic series ever presented for first run syndication—the chance of a lifetime for local and regional advertisers to get a network-quality showcase for their products.

On "Rendezvous," intrigue, romance and drama meet . . . in 39 new half-hours based on stories by such distinguished authors as Stephen Vincent Benet, John Hersey, Reginald Rose, Dylan Thomas.

No expense has been spared. The series stars one of the most brilliant casts in television. It's produced by MGM's famous Edwin Knopf (Lili, The Valley of Decision) and Broadway's Howard Erskine (The Desperate Hours and The Happiest Millionaire). And directed by such talents as Dan Petrie (DuPont Show of the Month) . . . Richard Whorf (Gunsmoke) . . . Fielder Cook (Patterns).

Major advertisers—Rheingold Beer, for instance—are buying "Rendezvous" regionally . . . and markets are going fast. To reserve yours, r.s.v.p.

CBS FILMS

"...the best film programs for all stations"

New York, Chicago, Los Angeles, Detroit, Boston, San Francisco, St. Louis, Dallas, Atlanta. In Canada: S. W. Caldwell, Ltd.

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week Jan. 22-28 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

DATE	PROGRAM and TIME	NETWORK	RATING
Thurs, Jan. 22	**Real McCoys** (8:30 p.m.)	ABC-TV	23.7
Fri., Jan. 23	**Phil Silvers** (9:00 p.m.)	CBS-TV	23.0
Sat., Jan. 24	**Gunsmoke** (10:00 p.m.)	CBS-TV	29.1
Sun., Jan. 25	**Loretta Young** (10:00 p.m.)	NBC-TV	31.5
Mon., Jan. 26	**Desilu Playhouse** (10:00 p.m.)	CBS-TV	28.4
Tues., Jan. 27	**Rifleman** (9:00 p.m.)	ABC-TV	23.2
Wed., Jan. 28	**Bat Masterson** (9:30 p.m.)	NBC-TV	23.0

Copyright 1959 American Research Bureau

p.m.), starting tomorrow (Feb. 3) and 28 participations on *The Jack Paar Show* (Mon-Fri., 11:15 p.m.-1 a.m.), starting last week.

• Rexall Drug Co., L.A., will sponsor a full-hour comedy-variety show Sunday, May 3, on NBC-TV from 10-11 p.m. EST, starring Sid Caesar and Art Carney. The special show makes the second Rexall sponsorship announcement this month. Rexall has set the same time slot on NBC-TV for March 15 (BROADCASTING, Jan. 26). BBDO is agency.

• Coca-Cola Co., N.Y., has confirmed the earlier report of an hour-long special on CBS-TV Monday, March 30, but at an earlier time slot (AT DEADLINE, Jan. 26). The time selected is 7:30-8:30 p.m. EST, and marks Coca-Cola's return to network tv after a two-year absence. Agency is McCann-Erickson, N.Y.

• Parker Bros. Inc., Salem, Mass., is supplementing regular print and broadcasting schedules with radio spot campaigns for its game of "Rock" on 48-60 stations in the South and Midwest. Schedules will run four weeks. Badger & Browning & Parcher Inc., Boston, is agency.

• The Academy of Motion Picture Arts and Sciences, Hollywood, will sponsor the Academy Award ceremonies over NBC Radio and NBC-TV on April 6 (10:30 p.m.-12.15 a.m.). The presentation will be on 199 radio stations and 192 tv stations. It will be carried on 33 Canadian tv stations for one hour.

• Kellogg Co., Battle Creek, Mich., has signed to sponsor the new *Dennis the Menace* half-hour tv film series over CBS-TV next fall, it was announced last week by Screen Gems Inc., New York, producer of the series. The time period has not been set. The series is based on the popular comic strip. The agency for Kellogg is Leo Burnett Co., Chicago.

• Edison Electric Institute, N.Y., through Fuller & Smith & Ross, N.Y., has bought segments on various NBC-TV daytime programs, including *The Price Is Right, Young Dr. Malone* and *County Fair*. The Gold Seal Co., Bismarck, N.D., through Campbell-Mithun, Minneapolis, has bought segments on the following NBC-TV daytime shows: *Tic Tac Dough, Treasure Hunt, Concentration* and *County Fair*. The orders take effect early this month.

• RCA, Camden, N.J., will sponsor on a one-time basis "The Third Commandment," a play by Ben Hecht, over *Kaleidoscope* on NBC-TV Feb. 8 (5-6 p.m.). Agency: Kenyon & Eckhardt, N.Y.

• Venus Pen & Pencil Corp., N.Y., for its Paradise "Pre-Sketched" coloring sets, has begun a 10-week tv spot campaign around children's shows, in 11 markets. Beginning in March, Venus also will begin an eight-week campaign for its '365' pencil on the WOR-TV New York *Million Dollar Movie*. Doyle Dane Bernbach, N.Y. is agency.

• Edsel division of Ford Motor Co. signs as co-sponsor with Timex watches for Feb. 6 colorcast of *Phil Harris Show* (NBC-TV, 8-9 p.m. EST). Agencies: Kenyon & Eckhardt for Edsel; Doner & Peck for Timex.

• Drackett Co., Cincinnati, has launched a 13-week spot tv campaign in 31 markets on behalf of drain product—Vanish. Agency: Young & Rubicam, N. Y.

• Corn Products Co., N.Y., has renewed for 52 weeks its schedules of six alternate-week quarter-hour segments in four NBC-TV daytime programs: *It Could Be You* (Mon.-Fri. 12:30-1 p.m.); *Queen for a Day* (Mon.-Fri. 4-4:30 p.m.); *Treasure Hunt* (Mon.-Fri. 10:30-11 a.m.); and *The Price Is Right* (Mon.-Fri. 11-11:30 a.m.). Lennen & Newell, N.Y., is agency.

• Atlantis Sales Corp., marketing group for R.T. French Co., Rochester, N.Y., is using four CBS Radio programs on 100-station network to promote French's Worcestershire sauce. The programs: *Love of Life, Edge of Night,*

Broadcast to a CONCENTRATED MICHIGAN AUDIENCE

WPON

	7:00 A.M.—12:00 Noon Monday Thru Friday	12:00 Noon—6:00 P.M. Monday Thru Friday
WPON	39	46.5
Sta. B	24.1	14.0
Sta. C	11.9	8.1
Sta. D	10.0	5.4

C. E. Hooper, May, 1958

The station serving

631,000 consumers

in

PONTIAC

and Oakland County

MICHIGAN

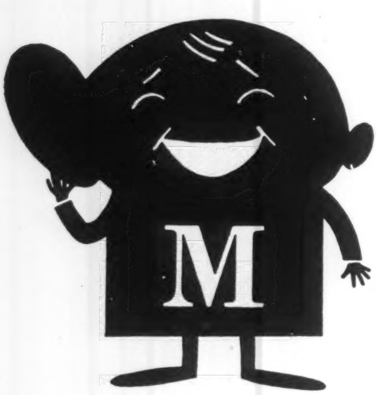
CONTACT

VENARD RINTOUL & McCONNELL, INC.

Associated with Lansing's

WILS

music news sports



"M," who buys Media,

Is happy to hear

Commercials within

An adult atmosphere.

Most media buyers are interested in one thing: RESULTS. Certainly there are a lot of factors to be considered before a selection can be made. Cost is important, so are ratings; there's no doubt about that. But even a low cost-per-thousand can't produce complete results unless you're reaching LISTENING adults with buying potential.

For more than 36 years, KHJ Radio, Los Angeles, has racked up big results for agencies and their clients through its FOREGROUND SOUND programming policy. With an adult appeal, FOREGROUND SOUND gains and holds the listeners' attention. Consequently your message *penetrates*. And KHJ's audiences act on what they hear, as a long roster of satisfied advertisers can tell you.

When you want to penetrate the minds of the buying adults in America's 2nd Market choose the mature atmosphere of FOREGROUND SOUND to deliver results.

KHJ RADIO
LOS ANGELES
1313 North Vine Street
Hollywood 28, California
Represented nationally by
H-R Representatives, Inc.

The Verdict Is Yours and Art Linkletter's *Houseparty*. Plans for other products will be announced shortly. Business was placed through J. Walter Thompson Co.

• Alberto-Culver Co. (VO-5 hair dressing), Chicago, will sponsor alternate weeks of ABC-TV's *Meet McGraw*, filmed re-run series effective March 1. Agency: Geoffrey Wade Adv., Chicago. The sale pre-empts a regional purchase (Mid and Far West) by competitor Boyer International Labs (H-A Hair Arranger dressing) placed through R. Jack Scott, Chicago (BROADCASTING, Jan. 19).

• Philip Morris (Parliament cigarettes) and agency, Benton & Bowles, N.Y., are considering additional budget for spot radio on limited basis. Decision not yet made. Broadcast-conscious Parliament already runs heavy radio and tv schedules.

Agency appointments

• E&H Gallo Winery, Modesto, Calif., shifts $2 million account from Doyle Dane Bernbach, N.Y., to BBDO, S.F., effective March 1. Heavy broadcast user, Gallo plans three quarters of budget in broadcast media, bulk in spot tv. Switch attributed to need for closer geographical proximity of agency to client.

• CandyGram Inc., Chicago, appoints Reach, McClinton & Pershall, Chicago and New York, for new candy-by-wire service launched nationally via Western Union Tuesday (Jan. 27). Broadcast media to be used "later in 1959" after preliminary and exclusive print media exposure.

• Rapidol Distributing Co. (Blensol color shampoo), New Hyde Park, L.I., N.Y., appoints Fletcher Richards, Calkins & Holden. Budget is some $200,000 with approximately 15% going to co-op radio through drug chains.

• Cal-Ray Bakeries, Glendale, Calif., names Donahue & Coe Adv., L.A., with Southern California budget expected to be between $75,000 and $100,000.

• Arkansas Rice Growers Cooperative Assn. (Riceland rice), Stuttgart, Ark., moves its account from M. R. Kopmeyer Co., Louisville, Ky., to Noble-Drury & Assoc., Memphis and Nashville, Tenn.

• Chemical Specialties Co., health products division, Brooklyn, appoints Kenneth Rader Co., N.Y. Three new medicated products packed in spray cans to be introduced this year with use of tv-radio spot heavy in New York.

• Wershaw-Gould Co., New York, toy manufacturers' representative, last week named Product Services Inc. as its advertising agency to handle a 52-week campaign on behalf of W-G's participating members. Budget is reported to be about $200,000, of which an estimated 85% is scheduled for spot tv participations in children's programs primarily.

• Thrivo Co. (Thrivo dog food), Phila., names Clements Co., that city.

• Chris-Craft Corp. (boats and marine engines), Pompano Beach, Fla., names Grant Adv., Miami.

• Also in advertising

• Feigenbaum & Wermen Adv. Agency Inc., Philadelphia, today (Feb. 2) becomes Wermen & Schorr Inc. Adv. The company is principally owned by President David Wermen and Executive Vice President J. Leonard Schorr.

The 40-year-old agency is moving from 1922 Spruce St. to 1616 Walnut St. Among its accounts: Bayuk Cigars Inc., Philadelphia; Sears Roebuck & Co.; Westinghouse Electric Corp.'s Lamp Appliance Sales and Portable Appliance Divs.

• Advertising Federation of America announces its folder "Some Questions and Answers About Advertising," originally issued 10 years ago, has been revised and is again available. For free copies contact the federation, 250 W. 57th St., N.Y. 19. Quantity prices on request.

• XETV (TV) Tijuana, Mex., names Heintz & Co., L.A., as its agency.

• Allan J. Moll, west coast manager of Frank B. Sawdon Inc., has been placed in charge of western advertising for Kinney shoes, account acquired by Sawdon when the agency absorbed F. B. Stanley Adv. Co. of New York (BROADCASTING, Jan. 19, 12). Sawdon agency has moved to new quarters at 6115 Selma Ave., Los Angeles 28. Phone is Hollywood 4-7579.

• Grant, Schwenck & Baker, Chicago, announces it has resigned Bankers Life & Casualty Co. (White Cross insurance plan), account, that city. Company sponsors *Paul Harvey News* on ABC Radio and bills about $1 million, with additional $6 million in direct mail.

• Ogilvy, Benson & Mather has opened a west coast office at 9033 Wilshire Blvd., Beverly Hills, Calif. Telephone: Crestview 5-6165. Christy Walsh is general manager.

43

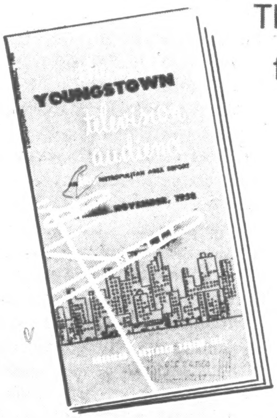
GOOD REASONS FOR BUYING

WKST-TV

TO COVER

YOUNGSTOWN, OHIO

THE NATION'S 36TH MARKET


YOUNGSTOWN
METROPOLITAN AREA REPORT
NOVEMBER, 1958

The November ARB shows WKST-TV with 43 first place quarter-hours + 50 second place quarter-hours...graphic evidence that the new WKST-TV is the fastest growing station in the market!

WKST-TV

ABC FOR YOUNGSTOWN, OHIO, AND NEW CASTLE, PA.

REPRESENTED NATIONALLY BY:

Weed Television Corporation

New York • Chicago • Detroit • Atlanta • Hollywood
San Francisco • Boston • Dallas

BIG [illegible] for TEXAS!!
CBS

easy access
334,575 sets

K/DUB stations
KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS

one buy
WEST TEXAS TELEVISION NETWORK

W. D. "Dub" Rogers, President and Gen. Mgr.
R. S. "Bud" Nielsen, General Sales Manager
John Henry, National Sales Manager

NATIONAL REPRESENTATIVE THE BRANHAM COMPANY

PLAYBACK QUOTES WORTH REPEATING

Sustain promotion, service

The subject of the "total selling" approach by the nation's daily newspapers and comparable efforts among broadcasters (BROADCASTING, *Jan. 26) was broached Jan. 28 by Robert F. Hurleigh, Mutual's news vice president. He told the South Carolina Radio & Tv Broadcasters Assn. at its winter convention at the Wade Hotel, Columbia:*

When I was in print media I was impressed with the behind-the-scenes activities of the promotion and circulation men. These men always were in the fore in top-level management on newspapers. A publisher wouldn't move without consulting his promotion or circulation executive.

But broadcasters tend to be opportunists. They stage specialized promotional drives only during rating weeks and die on the vine during other periods.

The Storz formula may differ from the Plough formula, and the McLendon formula may have a secret ingredient, while other stations seek the secrets of all three. But news has become the one common merchandise for all, including the stations disdaining the set formula. I think we are all agreed that the juke box formula—the "Top 40" formula—has had it. The enterprising entrepreneur must look for a new formula, while the present highly successful (from a financial point of view) top 40 station begins to spend itself like a satellite with a given, but not quite predictable, time left before it burns itself out.

If you believe in responsible journalism you are going to have to admit the fraud of the frenetic announcer accompanied or preceded by whistles, klaxons and piercing frequency tones, and using an echo chamber to report a fire in some outlying section when, after the frenzied newscast, it is learned that a trash can was afire and was out before the fire engines arrived.

While the station rating is a yardstick of immense importance to the timebuyer and the operator, we must be prepared for more attacks on the rating yardstick for buying, with that embarrassing question "Who buys your product, Mr. Advertiser?"

Advertising and Uncle Sam

While quick to defend capitalism and democracy, many are too quick to criticize advertising, a foundation stone of the free economic system, Ivan Hill, executive vice president, Cunningham & Walsh, Chicago, observed in a talk before the board of directors of Brand Names Foundation Inc., New York. To cure this, he said "we must be much more concerned with the political values in advertising than we have been," continuing:

Perhaps we should recognize the fact and tell the American public that advertising is the very essence of our continuing the free enterprise system as we have known it. It may be that whereas advertising and the brand name concept contributed considerably to the growth of our economy in the past, in the immediate future it may contribute even more to the maintenance of modern capitalism and the stability of an ethical democracy. . . .

This is also the time when advertising, in spite of its being a real economic workhorse, is being kidded too much. I would like to see an element of patriotism associated with advertising.

The benefits that advertising produces in a democratic society cannot be obtained any other way. . . .

Could it be that the maligned huckster is really one of democracy's heroes?

Institutional ads sold short

American business has failed to sell confidence along with its products, according to Charles F. Adams, executive vice president, MacManus, John & Adams Inc. Mr. Adams, speaking before the Des Moines Advertising Club, voiced the need for more institutional salesmanship:

Of advertising money there has been an abundance. But most of it has been devoted to the immediate case in point: the moving of goods. Each year since the end of World War II an increasingly smaller portion of each advertising dollar has been earmarked for building confidence in the institution rather than the item.

Institutional advertising, the building of a compelling public image not of a product alone but of its maker, also, was practiced like Republicanism in Alabama . . . by little nests of fanatics operating in the dark of the moon.

But circumstances were conspiring to bring about a renaissance of institutional advertising. Squeezed by cost and competition, business was forced to maintain its profit margin by expansion and diversification, by mergers and re-groupings. The market swarmed with new products—or old products under new sponsorship—and there existed no protecting umbrella of the corporate image, no reservoir of public goodwill that would embrace any worthwhile product or service because it was a part of the corporate image.

RICH GETTING RICHER IN TV FILM

But small operator likely to be squeezed out in 1959 as trend to concentration heightens. Example: current talks between NTA, G-K-S

The television film business is getting bigger and bigger for fewer and fewer companies.

This trend to concentrate bigness was confirmed by leading film producers-distributors in a BROADCASTING survey on business prospects for this year. And, it was underscored last week by the projected alliance of Gross-Krasne-Sillerman, New York, with National Telefilm Assoc., also New York (see box, this page).

Gross-Krasne-Sillerman was formed about three months ago with the expressed intention of functioning as a major production-distribution organization. In the past few weeks, the firm has held numerous discussions with NTA about an association. NTA insists this will mean that NTA will assume distribution of G-K-S product (and not outright merger), plus the absorption of some G-K-S personnel.

Whatever organizational move is achieved, leading tv film officials questioned by BROADCASTING had come to this conclusion: G-K-S realized after three months of operation that its overhead had increased perhaps tenfold once it added distribution to production functions. The financial burden was more than the firm could carry.

Gross-Krasne-Sillerman is the first of several medium-sized organizations that will have to face "the economic facts of life" in 1959, it is the consensus of top tv film companies. The conviction is strong that other companies will have to enter into similar arrangements or outright merger with organizations with strong sales forces and formidable financial backing.

Consolidations, of course, are nothing new. In the past three or four years, the ranks of large and medium-sized companies that have merged or ceased operation are numerous. The number of smaller companies that have gone out of business is inestimable.

Among the more significant consolidations over the past four years: UM&M and PSI-TV with NTA; Television Programs of America with Independent Television Corp.; Unity Television Programs with Hygo and subsequently Hygo-Unity with Screen Gems; United Television Programs with MCA; Terrytoons with CBS Films; Associated Artists Productions with United Artists.

Above and beyond this, RKO Television ceased operation and turned over a modest portion of its product to a new company, Showcase Productions of America. Vitapix folded quitely a few years ago. Flamingo Films had several reorganizational transfusions and in early 1958 became Flamingo Telefilm Sales with new product and new management teams. Guild Films has had a checkered career: spectacular success, spurred by the overwhelming popularity of the *Liberace* program between 1953 and 1955, and then financial problems as the company expanded. A new management group assumed control of Guild Films last year but reports are circulating that Hal Roach Productions, Burbank, Calif., is assuming an increasingly important role in the company through recent investments in Guild.

Why mergers, business failures, outside distribution agreements?

Industry officials offer these observations:

- The number of tv stations has stabilized as the amount of film programming stockpiled to vast proportions. This has resulted in fierce competition for sales. Stations can choose their film today more selectively than ever before.
- The quality factor in programming has become accentuated. Station and network requirements have been revised upward. Costs then become more meaningful and they have skyrocketed. Whereas four years ago a 39-episode series could be budgeted for about $1 million, including production, sales and service costs, the figure today is closer to $1.8 million. Therefore, only a company with strong financial resources can compete effectively.
- The release of feature film libraries to tv was a blow to many syndicators of series. Their programs had to vie with popular features that garnered high ratings. Many of these could not hold their own with features. As ratings dropped, many syndicators could not sell their product to tv.
- In this climate of competition, organizations with large, skilled sales forces have a strong edge over companies with less sales personnel depth. Many syndicators attribute a large part of the well-known success of Ziv Television to its vast and hard-hitting sales staff. But successful salesmen come high —from $250 to $350 per week and more.

Though most tv film executives preferred to speak without attribution, both Ely A. Landau, board chairman of NTA, and John Mitchell, vice president in charge of sales for Screen Gems, offered to speak for the record. Both agreed with the substance of the observations made by other industry officials and both insisted that within five years there will be "only five or six big companies in the business."

Mr. Mitchell holds to the belief that the film company of the future will have to be a producer-distributor and will have to be organized "vertically." He explains this by saying that the company must be active in many facets of the tv film business in order to "have a cushion against all contingencies." This company, he adds, must be a packager and

NTA deal with G-K-S near

National Telefilm Assoc., New York, last week was reported close to completing a transaction whereby it would handle all distribution for Gross-Krasne-Sillerman, New York, and acquire the product now held by G-K-S.

Ely A. Landau, NTA Board Chairman, denied this was tantamount to a merger of NTA with G-K-S since Gross-Krasne would retain its studios and continue production for distribution by NTA. He acknowledged that it was "highly probable" that when the transaction is completed, Michael Sillerman, G-K-S president, would join NTA in a top-level executive capacity.

The product NTA would acquire under the agreement consists of six half-hour tv film series—*Glencannon, African Patrol, O. Henry Playhouse, Streets of Danger, Flying Doctor* and *Fate*.

a producer, and must sell its product for networks, national spot and re-run use and be active in feature films. (Many of the leading companies, including Screen Gems, operate in all or some of these spheres.)

Mr. Landau envisages stiffer competition for 1959 and in the future because of network tape program activity. He believes the successful tv film producer-distributor must pursue tape operations too.

Because of the static market in the U.S., Mr. Landau believes that tv film companies must concentrate more heavily on the international market in the future. He hopes that NTA can attain as much as 25% of its gross within the next 24 months from overseas sales, but adds that only the companies with a large, strong sales organization can expect to compete successfully in this area.

Here are some of the leading film organizations and the 1959 outlook as they see it:

ABC Films Inc. • Phil Williams, vice president in charge of sales, believes the film business generally, and his company particularly, will increase sales in 1959 because of (A) more network sales, (B) the use of spot films by a larger number of national advertisers and (C) the trend on the part of all advertisers to use more tv films. ABC Films has two pilots currently in the planning stages but Mr. Williams declines to talk about them at this time. In 1958, ABC Films sold three properties for network exposure: *Man With a Camera, One Step Beyond,* and *Meet McGraw.* The company has in syndication 10 program series, including *26 Men, The People's Choice* and *Adventures of Jim Bowie.*

Flamingo Telefilm Sales Inc. • Herman Rush, president, forsees a good year generally for film since "more local time will exist and stations will have a greater need to fill that time." He predicts a 300% increase in business for Flamingo in 1959, explaining that 1958 was primarily a year of reorganization for the company. At the end of 1957, Mr. Rush pointed out, the company had only one program; in 1959, Flamingo will have 17 series in its catalog. During the year, Flamingo will have a minimum of two new series —*Deadline,* and *Juvenile Hearing*— and will add to its feature backlog, covering both foreign-made and independently-produced pictures of 1950 vintage.

Ziv Television Programs • John L. Sinn, president, believes the outlook for 1959 is "excellent on all levels: network, national spot, regional and local." Ziv Tv has ten new pilots in various stages of preparation. Among them is *Moon Probe, Klondike Fever, Bravo,* and seven other series, still untitled, one of which falls into a category that Ziv Tv calls "a fantastic" (based on fantasy). Of the 10 series Ziv Tv produced in 1958, three were sold to networks: *Bat Masterson, Rough Riders* and *Tombstone Territory.* The others were released for syndication. Ziv Tv has a total of 27 series in syndication, some of which already have had multiple runs and are sold through a company subsidiary, Economee Tv. Ziv Tv is experimenting with videotape and plans to do some shooting in tape on at least one series this year.

California National Productions • With additional product and expanded services to clients planned by California National Productions during 1959, the company anticipates a record year, attaining a domestic sales goal of $16 million. CNP believes the industry as a whole will benefit as "more and more national advertisers enter syndication." For 1959, CNP is producing three pilots: *Philip Marlow, The Lawless Years* and *Outpost in Space.* CNP operates with two sales units: NBC Television Films, which syndicates largely first-run properties, and Victory Program Sales, which handles re-run series. All told, CNP has 28 series on the air, of which 21 fall under the jurisdiction of Victory Program Sales. CNP has sold none of its serials to the networks.

Screen Gems Inc. • An optimistic picture for 1959 is painted for Screen Gems by Ralph M. Cohn, president. He points out that in 1958 the company made seven new national sales and this year expects to surpass that mark. In syndication, according to Mr. Cohn, SG is counting on doubling its 1958 volume, covering the planned release of four new first-run series, plus the continuing sales of re-runs and further release of feature films of Columbia Pictures Corp., SG's parent company. Screen Gems does not rely solely on pilots for sales, Mr. Cohn said, but this year plans to offer sponsors at least a dozen properties for fall release. For some of these, pilots will be produced, while others will be placed directly into full series production. Screen Gems currently has 11 shows on networks, two in national spot. Screen Gems has 18 separate made-for-tv series in syndication plus the Columbia Features Library.

Bernard L. Schubert Inc. • Indications are that with its increased sales force and expanded product lineup, Bernard L. Schubert Inc. will do a gross business of at least 25% more than in 1958, Bernard L. Schubert, president reports. For 1959, pilots being made for the company include *Counterspy* and the *New Adventures of Mr. & Mrs. North.* Several weeks ago, Mr. Schubert announced plans for setting up an international division this year as a means of distributing Schubert product more widely to the growing world market. Mr. Schubert hopes to have a new package of 26 post-1948 feature films available for release shortly. Schubert presently syndicates six series and has none on the networks.

MCA Tv Ltd. • The film industry generally should have a better year in 1959 than in 1958 because "there is more sponsorship money around, advertisers are becoming more aware of the worth of supplementary tv presentation, and new sponsors are being won over to syndication who have never tried the medium before." This is the view of David V. Sutton, vice presi-

MCA-TV's Sutton

Flamingo's Rush

MGM-TV's Siegel

Schubert's Schubert

CBS Film's Digges

LOOK! WLOS-TV IS CHANGING THE RATING PICTURE IN THE CAROLINA TRIAD!

Asheville, N.C.
Spartanburg, S.C.
Greenville, S.C.

SKILLED NEW MANAGEMENT, IMAGINATIVE NEW PROGRAMMING GIVEN CREDIT IN DYNAMIC DRIVE FOR DOMINANCE

In just two months, WLOS-TV's new management has shaped ABC's great line-up and strong new *local* programming into the powerful new force in the Carolina Triad rating picture.

The prominent new position enjoyed by WLOS-TV is shown in the figures below. Watch for further impressive gains!

ARB — NOVEMBER — 1958 . . . Asheville • Greenville • Spartanburg

SHARE OF AUDIENCE

SUNDAY through SATURDAY 6:00 PM to 10:00 PM		MONDAY through FRIDAY 3:00 PM to 6:00 PM	
WLOS-TV	30.5%	WLOS-TV	35.2%
Station "b"	38.4%	Station "b"	30.5%
Station "c"	23.2%	Station "c"	22.5%

Remember—WLOS-TV delivers the only unduplicated VHF network service and the only complete coverage of this rich triad—425,360 TV homes in 62 counties of six states*, with retail sales of $1,848,670,000.

**NCS #3—All TV Homes Sales Management—May, 1958*

Represented by Peters, Griffin, Woodward, Inc.
Southeastern Representative: James S. Ayers Co.

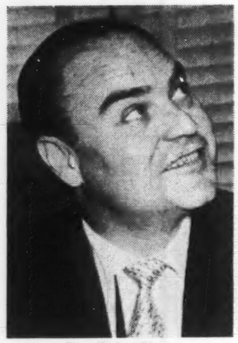
The "Early Show"— 6:15-7:30 p.m. Monday thru Friday has the highest weekly cumulative rating in the November book.

"American Bandstand" on WLOS-TV is the highest-rated daytime show in the Carolina Triad!

WLOS-TV

Unduplicated ABC in Asheville — Greenville — Spartanburg

WLOS AM-FM



Ziv-Tv's Sinn

UA-Tv's Eells

NTA's Landau

Screen Gems' Cohn

ABC Films' Williams

dent, who believes a contributing factor to tv film's growth this year is the network practice of revising downward the "must buy" system. He said the company will probably have three or more shows ready this year but will know definitely in a few months when its schedule of new releases is set. The company has 26 series in syndication and a dozen on the networks.

National Telefilm Assoc. • Ely A. Landau, board chairman, believes the tv film business will flourish in 1959, but it will be "the year of the shakeout." Strong companies, he believes, will emerge stronger as competition stiffens. He has confidence in the continued growth of NTA, particularly in the overseas area of 1959. Among new programs being produced for NTA distribution are *The Third Man, Mantovani, High Noon* and *Grand Jury*. Programs sold to the NTA film network are *How to Marry a Millionaire, Man Without a Gun, This Is Alice* and *Tv Hour of Stars*. NTA is distributing 31 series to stations, including *Sheriff of Cochise, U.S. Marshal, Official Detective, Walter Winchell File, Adventures of William Tell* and feature films from the library of 20th Century-Fox, plus features of independent producers. NTA has a controlling interest in Telestudios Inc. and plans to videotape programs for distribution.

CBS Films Inc. • During 1958 CBS Films sales were 30% over those of 1957 and the company is looking forward to an "even better year," according to Sam Cook Digges, vice president-administration. CBS plans to produce seven new series plus several pilots during the year, including *Diplomat* and *House on K Street*. None of the CBS Films shows is now on network but the company is shooting for a network sale this year, according to Mr. Digges. CBS Films has 40 programs in syndication in the U.S. and abroad. Mr. Digges believes that tape will be "a much more important factor" in television in 1959.

Independent Television Corp. • Jack Wrather, board chairman, points to this year as one of building and preparing, while 1960 will be "the first year of actual realization of our plan for taking our place as number one in the industry." The first new ITC series is *Cannonball*, now in syndication. ITC anticipates an eventual schedule this year that will have a new series in syndication every other month, or at least five by September. ITC bought TPA and acquired the latter's properties.

United Artists Television • Bruce Eells, executive vice president, notes that UA-TV, which just last year completed plans for its initial series produced for tv, has no sales comparison but that the company expects to do well this year in a "buyer's market." Mr. Eells did not comment on a report that UA-TV has concluded its first sale to an advertiser for network sponsorship (the series is *Trouble Shooters*). UA-TV has four others being filmed: *Miami Undercover, The Dennis O'Keefe Show, Hudson Bay*, and *Tales of the Vikings*. Parent United Artists purchased Associated Artists Productions, and through AAP (now called United Artists Associated) distributes Warner Bros. features and cartoons, Popeye Cartoons and other product.

MGM-TV • The outlook here is full speed ahead. The film has an operation geared to activity headed by Sol C. Siegel, who is MGM's motion picture and tv production boss, and George Shupert, v.p. in charge of tv. MGM-TV offers programs for network sale and may enter syndication as well. The studio is turning out seven pilots for tv series, one of them *Father of the Bride*, already committed for by General Foods (Y&R). Sales to date: *The Thin Man* (Colgate-Palmolive on NBC-TV) and *Northwest Passage* (NBC-TV). MGM-TV also continues its sales of the MGM library.

Three CNP series set

Cameras are rolling on Metro-Goldwyn-Mayer's Culver City lot for three new tv film series to be syndicated by California National Productions (NBC's film subsidiary).

The three series represent CNP's new product planned thus far this year.

The series, as announced by CNP President Earl Ritting:

Outpost in Space, a dramatic science-fiction series with Boris Sagal directing, and Robert McQueeney and Ted Marcuso in leading roles; *Lawless Years* (former working title of *Barney Ruditsky*,) with a roaring twenties setting, production by Jack Chertok Television Inc., and the *Philip Marlowe* detective series based on Raymond Chandler's writings and produced by Goodson-Todman. Frank Cleaver, CNP programs vice president, is overseeing all production, writing and casting for the three series.

National Telefilm goes international

National Telefilm Assoc. is stepping up its activities in the international market.

Ely A. Landau, board chairman of NTA, last week announced the formation of NTA International Inc. to service the tv and motion picture market throughout the world. Harold Goldman, executive vice president of NTA, will take on additional duties as president of NTA International (see WEEK'S HEADLINERS, page 10).

In 1958, about 5% of NTA's gross came from overseas. The company is aiming to expand that figure to about 25% within the next 24 months, according to Oliver Unger, president. During this year, NTA will open its own offices in London, Paris, Rome, Brussels, Munich and in Australia, Mr. Unger added.

NTA International intends to enter into co-production ventures in foreign countries. The company recently joined hands with the BBC in co-producing a half-hour series, *The Third Man*, and other projects are contemplated, according to Mr. Unger.

BMI WILL RENEW MUSIC LICENSES

But ASCAP won't and goes to court seeking radio 'interim fee'

Radio music license negotiators came to terms in one case last week but found themselves in court in another.

The All-Industry Radio Music License Committee, headed by Robert T. Mason of WMRN Marion, Ohio, recommended that its contributing stations accept Broadcast Music Inc.'s offer to renew current BMI licenses for five years.

Meanwhile, in a surprise move, ASCAP applied for a court-fixed "interim fee" for the use of its music by broadcasters whose licenses expired Dec. 31, 1958, and whose negotiations for new terms have been stalled by the breakdown in talks between ASCAP and the all-industry group (BROADCASTING, Dec. 8, 1958, *et seq.*).

Industry Group's Position • Under the consent decree signed by ASCAP in 1950, stations could get licenses merely by asking ASCAP for them, and if they and ASCAP did not come to terms within 60 days, then the U.S. District Court for the Southern District of New York could be asked to set reasonable fees. Through Emanuel Dannett, its counsel, the All-Industry Committee is expected to argue that the ASCAP motion is premature because it was filed before the 60-day negotiating period expires the latter part of February.

ASCAP wants the old rates continued "as interim fees pending resolution of the rate issue either by negotiation or by court decree." The motion is set for argument during the court term starting Feb. 10.

Hammerstein Affidavit • In an affidavit supporting the motion, Oscar Hammerstein 2nd, chairman of the ASCAP television and radio committee, charged that the old rates were forced upon ASCAP by the radio industry in 1941, that the terms were unfair then and more so now, when radio "is nearly 100% music" and "more prosperous than ever."

He reminded that ASCAP had told stations what rates it now considers reasonable but at the same time had offered to renew the old contracts for one year to allow time to explore the situation more fully (BROADCASTING, Jan. 12). He said 970 stations have accepted the one-year renewal, 770 have applied for licenses under the consent decree course recommended by the all-industry group and 1,050 have licenses which have not expired.

The All-Industry Committee's position is that the rates should be reduced, not raised.

BMI Licenses • In contrast to the complications in the ASCAP negotiations, the committee's recommendation for renewal of the BMI licenses came after two meetings with BMI negotiators. In a message sent to the approximately 700 stations contributing to the committee's support, Chairman Mason said last Tuesday (Jan. 27):

"As you no doubt know, the highest BMI rate under its blanket commercial license is 1.2% [of net time sales] as contrasted with the ASCAP commercial rate of 2.25%. In addition, BMI does not have any sustaining fee. After careful consideration of all matters affecting the BMI license, particularly the increased used of BMI musical compositions during recent years, this committee has concluded to recommend the renewal of the BMI license on the old terms for a further period of five years."

Each Must Decide • The letter stressed that each station must decide for itself "on all license matters" and that this means "freedom to accept or reject your committee's recommendations."

BMI meanwhile last week completed sending out to all of its radio licensees (virtually all radio stations) its offer to renew for five years. Current licenses expire March 11. Practically all television stations already have renewed their BMI tv licenses. These terms are 10% less than the radio fees. ASCAP tv licenses were renewed more than a year ago.

COLORCASTING

Here are the next 10 days of network color shows (all times are EST):

NBC-TV

Feb. 2-6, 9-11 (2-2:30 p.m.) **Truth or Consequences,** participating sponsors.

Feb. 2-6, 9-11 (2:30-3 p.m.) **Haggis Baggis,** participating sponsors.

Feb. 2, 9 (10-10:30 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell.

Feb. 3 (8-9 p.m.) **Eddie Fisher Show,** Liggett & Myers through McCann-Erickson.

Feb. 4 (8:30-9 p.m.) **The Price Is Right,** Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson.

Feb. 5 (9:30-11 p.m.) **Hallmark Hall of Fame,** through Foote, Cone & Belding.

Feb. 6 (7:30-8 p.m.) **Northwest Passage,** Helene Curtis through Edward H. Weiss.

Feb. 6 (8-9 p.m.) **Phil Harris Show,** Edsel through Kenyon & Eckhardt and Timex through Doner & Peck.

Feb. 7 (8-9 p.m.) **Perry Como Show,** participating sponsors.

Feb. 8 (7:30-8 p.m.) **Music Shop With Buddy Bregman,** sustaining.

Feb. 8 (8-9 p.m.) **Steve Allen Show,** Mutual of Omaha through Bozell & Jacobs.

Feb. 8 (9-10 p.m.) **Dinah Shore Chevy Show,** Chevrolet through Campbell-Ewald.

Feb. 10 (8-9 p.m.) **Bell Telephone Hour,** Bell Telephone through N. W. Ayer.

Feb. 11 (10-11 p.m.) **An Evening With Fred Astaire,** Chrysler through Leo Burnett (program rescheduled from Jan. 28 as previously announced).

Internal vtr strife afflicts N.Y. IATSE

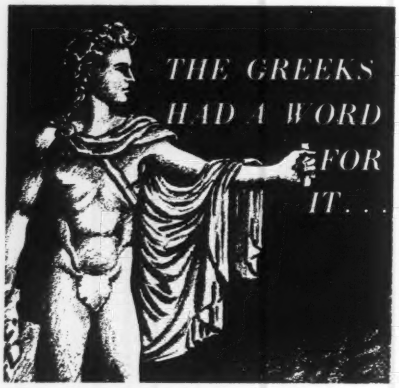
The International Alliance of Theatrical Stage Employes scheduled a conference in New York last Friday (Jan. 30), designed to solve an internal squabble that has flared up over videotape jurisdiction.

Invited to attend the meeting with IATSE officials were Anthony Termini, president of Termini Videotape Services Inc.; William Van Praag, president of Van Praag Productions, and officers of IATSE's New York Local 644 and of the union's unnumbered local. It was believed that no definitive solution would be reached on Friday since Richard Walsh, IATSE's president, and other officials of the union, probably would not be back in New York from a business trip in Hollywood.

The internecine hassle developed on Jan. 16 when two Edsel commercials were to be shot on tape in New York for the *Ed Sullivan Show* on CBS-TV. Kenyon & Eckhardt, New York, employed two contractors to produce the tape commercials—Termini and Van Praag. Because the commercials required spacious facilities, Messrs. Termini and Van Praag decided to use the studios of Hi Brown, a film producer.

Jurisdictional Lines Cross • The dispute arose because Termini technicians and cameramen on the assignment are members of IATSE's unnumbered local which has jurisdiction at WOR-TV New York, the facilities ordinarily used by Termini. The Hi Brown organization, a film company, is under the jurisdiction of IATSE's Local 644, encompassing film technicians and cameramen. Local 644 cameramen insisted on using the live cameras. After lengthy and heated discussion, a decision was reached to use the Local 644 personnel. It was reported that the Termini technicians had to stand shoulder to shoulder with the 644 men, explaining which knob to turn next on the live camera.

The upshot was that both crews had to be paid for the taped commercials,


THE GREEKS HAD A WORD FOR IT...

ΦΩΣ and ΑΛΗΘΕΙΑ

APOLLO Light and Truth

APOLLO was considered to be "the most Greek of all the gods" and even by today's standards, he would be considered quite a hunk of man—handsome, sophisticated, cultured—but why go on, let's just say he had many excellent characteristics attributed to him. The Greeks called him the God of Light and Truth. Whenever the Greeks wanted to know the truth, they always went to Apollo's shrine at Delphi, and the oracle there came up with the right answer.

Today's advertisers and time buyers want to know the truth too, so if you are in the dark about selecting the best radio station in Cincinnati to sell your product, let us enlighten you—IT'S WCKY, and truthfully, here's what you get:

1. **Adult audience—73% of WCKY's audience is composed of housewives who control the family purse and spend the major portion of family income.**
2. **50,000 Watts of Selling Power, covering all of the Cincinnati trading area.**
3. **Good music and news 24 hours a day.**
4. **Air salesmen who *sell* your product.**
5. **A prestige station with progressive management.**

...... So don't go to Apollo's shrine at Delphi, just consult our oracles: Tom Welstead at WCKY's New York office, or AM Radio Sales in Chicago and the West Coast, who will shed some Light on your problem and tell you the true story about WCKY and its power to sell your product.

WCKY
50,000 WATTS OF SELLING POWER
Cincinnati, Ohio

which were said to be satisfactory in quality. Termini absorbed the costs of both crews.

Neither Mr. Termini nor Mr. Van Praag would comment on any demands they would make on IATSE but they voiced the belief the problem would be ironed out satisfactorily.

It was believed that IATSE International leaders would insist that its locals stop battling one another. Recurring friction could drive tape business away from IATSE shops into those which have jurisdiction by the International Brotherhood of Electrical Workers (CBS-TV) or the National Assn. of Broadcast Employes & Technicians (NBC-TV).

Fund author analyzes critic: 'tired writer'

A sneak preview of the upcoming Fund For the Republic study of tv criticism was given New York radio-tv executives last week by Patrick M. McGrady Jr., the report's author. His conclusion: "By and large, television criticism is the fitful labor of tired writers of monumental good will, a degree of talent and a jaded perspective."

Mr. McGrady in his findings, summarized for the Radio-Television Executives Society Wednesday (Jan. 28), nevertheless assigned the critic a powerful role, although he questioned whether that should be the case—"There is no reason why they should give the orders in programming. They have not the responsibilities nor the creative faculties for the job." Yet they do, he said, citing several instances of a critic's comment altering a network's or a station's programming.

Referring to the "Sevareid Syndrome" (CBS commentator Eric Sevareid's call for expertise on the part of critics), Mr. McGrady found it unrealistic as far as newspapers are concerned. He said many tv critics, principally outside New York, have other duty assignments in addition to their critical sideline, and have neither the training nor the time to be the kind of critics Mr. Sevareid would prefer.

Mr. McGrady's criticism of critics continued to find their efforts "generally inconsistent, capricious and of questionable value. The chief cause for this unhappy state of affairs is the critics' abiding concern with a fantastic amount of mediocre, trivial material." Only two exceptions were made to this charge: the previewer (such as Steven Scheuer's "Tv Key" and Richard Kleiner's "Tv Scout") and one lone critic, Marya Mannes of *The Reporter*.

Previewing, as opposed to after-the-fact criticism, came in for a lot of attention in Mr. McGrady's report. He found this development to be a growing one, both in numbers and importance. In fact, at one point he said that "it is not inconceivable that after-the-fact reviewing will go the way of the free lunch and the nickel beer, both dandy ideas, but in the end commercially passe. Right or wrong, however, the trend is that way."

Another Heard From • Tv criticism drew comment from another quarter last week. Donald H. McGannon, president of Westinghouse Broadcasting Co., told the U. of Georgia's Radio-Tv Institute that if newspapers applied to themselves the same standards they suggest for tv, "our daily press would more closely resemble the lofty editorial objectives of *Harper's* or *Atlantic Monthly*."

Mr. McGannon said he doesn't go along with those who see in adverse tv criticism an effort by competitive media to "disenchant" the public about tv. Instead, he said most tv critics are merely "atypical" of viewers in general because they have to look at tv whether they want to or not, and cannot view according to their own tastes. He also said the task of criticism is especially demanding in that the critic must be an expert on too many things—which he frequently is not.

CBS starts vtr series

CBS Films now is in videotape.

Skippering the maiden effort, a half-hour anthology series, is Producer Robert Herridge. The project, which starts immediately at CBS-TV, New York, is under supervision of Leslie Harris, vice president in charge of production. April 15 is target date for the first two programs, with a total of 13 due by Aug. 1. The series will include three original plays by S. Lee Pogostin (tv adapter of Maugham's *Moon and Sixpence*), a jazz show and possibly a western by Mr. Herridge.

Sam Cook Digges, administrative vice president, said "the series will be produced on a modest budget, but with a quality that we are certain will have tremendous impact. The series will be offered for network sale."

• Program notes

• Princeton Television Center names Televisual International, N.Y., as distributor of its *The Handyman*, series of 52 five-minute tv films starring Norman Brokenshire.

• Betty Luster Assoc. Inc., N.Y., appointed sales representative for Elliot, Unger & Elliot, N.Y., videotape-film production company.

Because Local Sponsors Buy With That "Critical Buck," They Buy The Station That Gets "Next Day" Results...

In DES MOINES,

that result-getting station is . . . and has always been . . KRNT RADIO, that "know-how, go-now" station that keeps pace with all that's going on in Des Moines, Iowa's lively center of business activity. Because KRNT has news on the hour, total sports, the best of music, dramatic shows, complete weather and complete service, local sponsors spend nearly as much on KRNT RADIO as on the other 5 Des Moines stations combined! **Better See Katz Soon.**

SOURCE: LATEST AVAILABLE F. C. C. FIGURES

You've Got A Live One
When You Buy
KRNT
TOTAL RADIO
in Des Moines, Iowa

KRNT RADIO-CBS

A Cowles Station

TV: PRACTICE AND PRINCIPLE

Weaver, Gould, Susskind strong on latter

Television is a powerful advertising medium but derelict as a programming vehicle. Its service to the public is good but not good enough. Tv must get better.

Essentially this is what it took three tv "authorities" more than two hours to discuss before the cameras of a metropolitan New York tv station on Jan. 25.

The telecast, entitled *Open End*, and featuring host David Susskind, producer and head of Talent Associates Ltd., was on WNTA-TV Newark, N.J. The weekly discussion program, unsponsored until yesterday (Feb. 1), goes on the air at 10 p.m. (cosmetic maker Helena Rubenstein signed last week to sponsor the first hour.)

By the time the program dragged to its post-midnight close, the trio apparently had violated (and with obvious chagrin) the very tenet of excitement which they agreed ought to be basic in tv. The program was dull.

Show participants: Tv advertiser-agency consultant Sylvester L. (Pat) Weaver Jr., producer Susskind and *New York Times* tv critic Jack Gould, all of whom agreed that tv is a staple for millions of people but is not what it should be. The observation was repeated in many different ways. Missing was a spokesman of the networks.

One Way to Go • Mr. Weaver's view was summed up at the program's finale: tv must become a real communications service, "has to get better," must be a responsible medium while providing good entertainment, must serve all segments of the people while having a basic quality of upgrading tastes. Tv is a business like any other, he said, mentioning the cement business, but the medium has one essential difference, that of "values."

Mr. Gould: Tv should be considered a trust by broadcasters (networks and licensees), advertising agencies and sponsors alike; "no man can say, 'I don't have a responsibility' . . . Culture is embodied in the tv medium."

Mr. Weaver says tv is no longer a "communications" medium with "coverage" as its primary function—that is coverage of "all attractions" in the American culture as well as storytelling. The Gould version: The "world" of tv has become a studio world.

There's some history to tv's problem, Mr. Weaver reflected. Milestones he cited: creativity in radio when broadcasting was new, the subsequent move-in of advertising agencies ("I jumped very fast to Y&R") and a carry-over of the pattern into television. The selling formula was, "Be popular, be liked and at the least cost, be successful."

Tv (presumably under his tutelage at NBC-TV) climbed out of this period for a few years but now has gone back to the formula, both in programming and selling. Mr. Weaver declared that the networks had a $100 million profit in 1956, but are not bringing in such profit now, so mediocre or imitative programming apparently doesn't mean greater profit.

Wall St. Will Note • It is Mr. Weaver's belief that parallel decline in programming with decline in profit will boomerang—for it "gets to Wall Street." He said a similar situation occurred with the motion picture business.

Other observations of Mr. Weaver, supported in one form or another by the other two program participants:

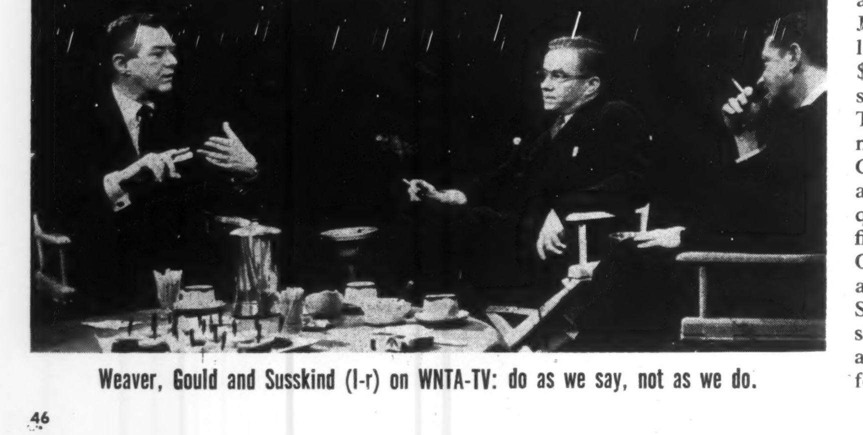
Tape will bring some change to tv, possibly as the avenue for Mr. Weaver to further his independent Program Service—"I would have been in business much earlier than this . . . if more major cities were served by facilities (if, for example, every major city had five stations)."

The "cultural curve" among Americans is rising along with a climbing curve of increased leisure time. If the networks fail to provide cultural needs via tv, "leaders of the country" will find some other way. He's not for pay tv but admitted it might be inevitable, not, he hopes, "at the expense of commercial frequency."

On ratings—The trouble is "misuse of scientific information" by unprofessional people. Cumulative circulation is more important than that for a specific program or time period. An advertiser buys a series of values, not just a rating of circulation.

At one time he had considered a "public subscription" (not pay tv) program plan but had been talked out of it by advisers. Mr. Weaver's idea was to have people subscribe perhaps $1 per month for special information on the scheduling of cultural programming (as done by many fm stations).

The subject of pressures in programming was also discussed briefly by the panel.



Weaver, Gould and Susskind (l-r) on WNTA-TV: do as we say, not as we do.

Ohio court refuses broadcaster immunity

An Ohio state law which grants immunity to newspapermen who refuse to reveal their sources of information does not grant the same immunity to radio and tv newscasters, Common Pleas Judge Kenneth Sater ruled in Columbus last week. The ruling was made in a $300,000 libel suit filed by Bill Jorgensen, former newscaster for WTVN-AM-TV Columbus, against Bert Charles, manager of WVKO Columbus. Mr. Charles, also a newscaster and sports announcer, refused to answer seven questions asked of him in a deposition filed by Mr. Jorgensen's attorneys last October, holding he was given immunity as a newsman by the state law. Judge Sater ruled that any notary or commissioner had authority to demand answers and persons refusing could be punished for contempt.

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week. Both are subject to FCC approval:*

• KXGI Ft. Madison, Iowa: Sold to Cecil and Richard Gillespie (father and son) by Joseph E. McNaughton and family (owners of WCRA Effingham and WRMN Elgin, both Illinois) for $90,000. Blackburn & Co. handled the sale. KXGI is on 1360 kc with 1 kw, day.

• WBRO Waynesboro, Ga.: Sold to Collins Corp. of Georgia by Carl and Harrod Pugh for $35,000. F.K. Graham has the majority interest in the purchasing corp. The sale was handled by Paul H. Chapman Co. WBRO is on 1310 kc with 1 kw, day.

APPROVED • *The following transfers of station interests were approved by the FCC last week (also see* For The Record, *page 70):*

• WCUE-AM-FM Akron, Ohio: Sold to WCUE Radio Inc. (Edwin B. Estabrook Jr., president) by Akron Broadcasting Corp. for $450,000 plus employment of Edwin Elliot and Edwin T. Elliot, owners of Akron Broadcasting, for five years for $156,300. WCUE is on 1150 kc with 1 kw, day, directional antenna. WCUE-FM will be on 96.5 mc with 14.5 kw.

• KGDE Fergus Falls, Minn.: Sold to Northland Broadcasting Corp. (Kingsley H. Murphy Jr., vice president, has interest in KRNT-TV Des Moines, Iowa) by Fergus Radio Corp. for $100,000 plus agreement to pay Frederic T. and Harold L. Dell, majority owners of Fergus Radio, $24,000 over a 5-year period not to compete within radius of 100 miles. KGDE is on 1250 kc with 1 kw, day, 500 w, night, directional antenna, night.

• WSKN Saugerties, N.Y.: Sold to VIP Radio Inc. by John Lynker and others for $37,050 (for 62.06% interest). VIP Radio is owned equally by Martin Stone (50% owner of WWES-AM-FM New Rochelle and WVIP Mount Kisco, both New York) and Plymouth Rock Publications Inc., owned 100% by multiple owner John Hay Whitney. Comr. Robert Bartley did not participate in this decision. WSKN is on 920 kc with 1 kw, directional antenna, day.

AFM-networks talk about new contract

Negotiations between the American Federation of Musicians and the radio-tv networks were scheduled to continue up to last Saturday at midnight (Jan. 31) when the pact expired. Indications

NORTHWEST

Long established fulltime facility with excellent market. $40,000 cash required for 100% purchase, or $20,000 for 50% purchase.

$100,000

SOUTH

Top independent facility in one of the South's booming markets. $75,000 cash, balance over 5 years.

$300,000

SOUTH

Very profitable daytime independent with high gross in relation to purchase price. $50,000 down, balance over 5 years.

$175,000

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE	MIDWEST OFFICE	SOUTHERN OFFICE	WEST COAST OFFICE
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	California Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Avenue	Healey Building	9441 Wilshire Blvd.
Washington Building	Chicago, Illinois	Atlanta, Georgia	Beverly Hills, Calif.
STerling 3-4341	FInancial 6-6460	JAckson 5-1576	CRestview 4-2770

(SMART) **BIRDS**

OF A FEATHER FLOCK TOGETHER

Our clients have much in common . . . #1, They are "Smart". #2, They are getting "Results". You're invited to join our flock of "Contented Clients". Call your H-R man NOW for detailed information about KJEO-TV, the ALL-FAMILY station serving Fresno and the BILLION dollar San Joaquin Valley.

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Thrilling stories of long-haul truckers at home and along the highway.

In a brand-new series that brings you heart-in-your mouth adventure with plenty of heart.

Created and produced by Robert Maxwell, famed creator of LASSIE, CANNONBALL will ride your way with big audiences and increased profits.

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were that the contract deadline would be extended. An AFM source said the union had not asked for strike authorization.

The networks had been reported seeking a reduction in the staff musicians' quota. Under the expiring contract, ABC, CBS and NBC each maintain 65 musicians in New York and 45 in Chicago. In Los Angeles, ABC and CBS each have 21 musicians and NBC, 45. Mutual is not involved in the negotiations since it does not use staff musicians.

The federation is understood to be asking for a ban on the networks' use of musical sound tracks recorded in foreign countries.

The Radio and Television Directors Guild, which reached an agreement with the networks on Jan. 21 (BROADCASTING, Jan. 26), reported last week that the proposed contract has been ratified by the membership in New York, Washington, and Chicago and awaits approval by the Los Angeles local.

'Look' publisher hits tv research on viewers

An "Audit Bureau of Paid Circulation for Television & Radio"—that was the suggestion advanced last week by Vernon Myers, publisher of *Look* magazine—with an implied pitch for pay-tv.

Such a bureau, comparable to that for print media, would do much to lessen the confusion on media circulation claims, he told the Magazine Publishers Assn.'s midwest conference in Chicago Tuesday (Jan. 27). Even an "Audit Bureau of Television" would be helpful, he suggested.

An audit bureau for paid circulation for tv would "(1) put on a comparable base the reach, the cost-per-1,000, the guarantees of print and broadcast circulations; (2) would cut through much of the confusion and uncertainty which now underlie media decisions; (3) remove from advertising's bill the present costs and risks of audience building today which the advertiser must bear completely, and (4) provide broadcasting with a vast source of additional revenues which in turn would enable the full development of the media to their fullest potential of service to the nation."

Defends Print Methods • Mr. Myers interlaced his speech with references to the views of Dr. Sydney Roslow, president of Pulse Inc.; George C. Huntington, vice president and general manager of Television Bureau of Advertising, and George Abrams, chairman of the Assn. of National Advertisers' radio-tv committee. Mr. Myers challenged Mr. Huntington's charge before an American Marketing Assn. meeting (BROADCASTING, Jan. 12) that "while television was busy pin-pointing its audience, print went back to the 1930's and rediscovered page traffic and like rabbits started a magic technique of multiplication." He said Mr. Huntington also accused print media of having "an aversion to the facts."

Said Mr. Myers: "There is one thing don't ask [TvB] for—cost-per-1,000 remembered impressions for your commercial. You'll get a Nielsen average minute for the time your commercial went on but won't know how many people saw or heard it, who they were, were they even in the room, and please don't ask if anybody remembered it."

Mr. Myers cited Daniel Starch & Staff magazine surveys and challenged Mr. Huntington to produce "any measure of anything like this for tv commercials," adding that "if Starch ratings are so important for print, why doesn't the TvB engage the Starch staff to make the same studies of commercial memorability for tv which is done on magazine advertisements? I know of no station or network which supplies them."

Toll tv operations • Mr. Myers declared if, as some research claims, the top show on tv is tuned to 16 million households per average broadcast, and if it has this real appeal, wouldn't you think that each household would be willing to pay say 10 cents per week to see it? If so, that show then would gross per week from the public some $1,600,000—more in one week than the entire programming costs of that show for a full year. And, if the public is willing to pay this cost (or even some fraction of it), why then should it now be on advertising's bill? The elimination of program costs for network tv advertisers would make available twice as much money for direct selling advertising. And, which, may I ask, sells goods—programming or advertising?"

NAB boards in Florida with full work agenda

NAB's Combined Boards are meeting this week at the Hollywood Beach Hotel, Hollywood, Fla., opening today (Feb. 2) with committee sessions.

The Tv Board, meeting Wednesday, will review the proposed community antenna property-rights suit, tv allocations and a report on the Television Allocations Study Organizations (TASO), proposals to amend the tv code, the "Impact of Television" public relations campaign and pay tv legislation. C. Howard Lane, KOIN-TV Portland, Ore., is chairman of the Tv Board. Thad H. Brown Jr., NAB tv vice presi-

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ONE WORD IS BETTER THAN 10,000 PICTURES!

The word is: EMT-140

And, Mr. Harold R. Krelstein, President, the Plough Stations—WCAO, Baltimore, WCOP, Boston, WJJD, Chicago, WMPS, Memphis—words about the EMT-140 make it even more imperative that you look into this unit . . . and what it will do for you.

Mr. Krelstein says:

> ". . . the EMT-140's exceeded our expectations as to use and adaptability for recording work in the production of special sound effects."

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Send us a recorded tape. We'll add the quality of the EMT-140 . . . no coloration, and no degradation. You'll see that with the EMT-140, HEARING IS BELIEVING!

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dent, will participate in the meeting.

At the Radio Board meeting Thursday topics will be am and fm committee reports, Standards of Good Practice, radio transmission tariffs, the "Hear and Now" and "Look for a Room With a Radio" public relations campaigns and Radio Month observance. J. Frank Jarman, WDNC Durham, N.C., is chairman. John F. Meagher, NAB radio vice president, will head staff participation.

The combined boards will meet Friday, going into the 1959 convention, finances, editorializing, freedom of information, the Hall of Fame project, legislative developments, public relations, state association activities, membership and the Voice of Democracy contest. Harold E. Fellows will preside as NAB president-board chairman.

NEW ERA IN ACCESS

Georgia parley hears optimistic prediction

Not far distant is the day when all courts and legislatures of the land will have permanent radio and television pickup installations not unlike those of the United Nations. That prediction was made last Wednesday by Robert D. Swezey, WDSU-AM-FM-TV New Orleans, in an address before the Georgia Radio & Television Institute at Athens.

Mr. Swezey, one of four speakers who covered all facets of electronic journalism and chairman of the NAB Freedom of Information Committee, cited as one of the remaining roadblocks to full access to news the "arbitrary refusal of Speaker Sam Rayburn to allow broadcast pickups from House committees." The Rayburn ban, he argued, impedes the free flow of information and deprives the public of seeing an important arm of its government in action.

The combined audience of some 150 Georgia broadcasters, plus the students and faculty of the Henry W. Grady School of Journalism, also heard at the opening session of its 14th annual program, Matthew J. Culligan, executive vice president in charge of NBC Radio, Donald H. McGannon, president of Westinghouse Broadcasting Co. and Sol Taishoff, editor and publisher, BROADCASTING.

Mr. Culligan in a treatise on "memory vision" animated his talk with direct radio pickups from Chet Huntley in New York, Joe Harsch in London, Ed Stevens from Moscow, Welles Hangen in Cairo and John Rich in Berlin. These instantaneous reports, he said, demonstrate the range, scope, immediacy and authority of the human voice in covering global affairs. He called memory vision—the association of old events with the new—as the "great secret weapon of the new world" embattled against communism.

Mr. McGannon said that public service broadcasting in 1959 must be exciting as well as entertaining. Moreover, he contended public service can be salable if it is good and strong enough to attract and hold advertisers.

The space age, and all its possibilities for evil as well as good, increases the dimension and the responsibility of the broadcaster who cannot rely alone on network service.

Alluding to critics and criticisms, Mr. McGannon said he personally does not believe that newspaper critics have launched a "fifth column dedicated to disenchanting the public about tv," though he would say he had misgivings about some magazines. He described the critic as an atypical observer and not by any stretch typical of the average viewer. Just as tv is a new art form, he observed, criticism of tv is a new avocation. A tv critic, he said, cannot be an expert on all things that transpire on the television screen.

In a discussion of editorializing, Mr. Taishoff urged a prompt review, in the courts if need be, of the FCC's 1949 ruling which, he said, on the one hand looks with favor upon editorial comment by stations, but on the other requires stations to affirmatively seek out opposing viewpoints by responsible persons. He described this opinion as a contradiction that requires prompt clarification if broadcasters are to enjoy the freedom of expression guaranteed by the First Amendment.

Speaker at Wednesday's dinner session was Bennett Cerf, president of Random House Inc. and chairman of the George Foster Peabody Radio & Television Awards Advisory Board. The Peabody awards are made by the U. of Georgia.

Principal speakers at Thursday's closing session were Sydney M. Kaye, New York attorney and chairman of the board of Broadcast Music Inc., on copyright in broadcasting, Theodore F. Koop, CBS Washington news and public affairs director on "Washington, World News Capital," and Edward J. Austin of W. D. Alexander Co., General Electric distributors in Atlanta, on cooperative advertising.

Technical brain trust • A committee for the Assn. of Maximum Service Telecasters met last Monday to prepare an agenda for the next day's meeting of the full AMST board in Washington.

Shown above are the members of the AMST technical committee. Seated (l to r): Phillip B. Laeser, WTMJ-TV Milwaukee, Wis.; Orrin W. Towner, WHAS-TV Louisville, Ky.; Henry Rhea, WFIL-TV Philadelphia, Pa.; Joseph B. Epperson, WEWS (TV) Cleveland, Ohio (chairman of committee); Edgar F. Czarra Jr., Covington & Burling, Washington counsel; Tom Howard WBTV (TV) Charlotte, N.C. Standing (l to r): Lester W. Lindow, AMST executive director; John H. DeWitt Jr., WSM-TV Nashville, Tenn., and Howard T. Head, A. D. Ring & Assoc., Washington engineering counsel.

The AMST board reviewed and discussed the tv allocations problem, the final report of the Television Allocations Study Organization and its part in the forthcoming TASO study of directional antennas. It agreed to continue to support TASO, voting its share of funds for the first quarter 1959. AMST includes about 120 stations in its membership.

FCC SLAPS NETWORK SPOT SALES

Rulemaking proposal would limit networks to representing own tv; comments due Feb. 28

The FCC last week tentatively took the first punitive step against television networks. It issued a proposed rulemaking notice that would prohibit networks from representing any stations but their own in the spot advertising field.

The order, applying only to tv at the outset, asks for comments by Feb. 28. It permits replies to be filed 15 days later. There were no dissents.

The order also asks that comments include a discussion on the need and desirability of a similar prohibition in the radio field.

The FCC action is primarily directed at CBS and NBC; ABC gave up representation in 1952.

Barrow Recommendation • The move is the first in which the Commission has accepted a recommendation of the Barrow Network Study.

Last month the Commission, by a split four to three vote found that option time is "reasonably necessary" to tv networking. This finding, together with three individual dissenting statements, was submitted to the Dept. of Justice three weeks ago (BROADCASTING, Jan. 19).

The Justice Dept. in April of last year told the FCC that the network practices of must-buy and option time were in its opinion, *per se* violations of the antitrust laws.

Moving forward on the Barrow Report front, the Commission was scheduled to meet today (Feb. 2) with its staff to discuss other recommendations in the network study's report.

These include the momentous and harsh proposal to change the multiple ownership rules to limit the single ownership of vhf television stations in the top 25 markets to three. The present regulations permit one entity to own up to five vhf outlets, without specifying market areas.

Actually the present ownership rules permit a single owner to hold a maximum of seven tv stations, but only five may be vhf.

Other Points Urged • Other Barrow recommendations were (1) networks be licensed by the FCC, (2) controls be imposed over rate-making to prevent networks from influencing affiliates in setting spot rates, (3) all station sales required to be conducted for cash to permit other applicants to bid for the facility besides the proposed buyer, and (4) networks be forced to make public all affiliation agreements, including compensation.

A recommendation that the must-buy practice be curtailed has become academic since both CBS and NBC have eliminated this contract provision.

Although networks refused comment on last week's proposed rulemaking, it can be presumed they will oppose the suggested changes. Networks have opposed giving up their spot sales departments since 1948 when the Station Representatives Assn. first advocated this move. During the FCC hearings on the Barrow recommendations last spring, all network and station witnesses registered their opposition to this proposal as well as others.

Representatives, under the aegis of SRA, however, called for the adoption of the prohibition.

Should the Commission's proposal be enacted, non-network owned stations represented by CBS Spot Sales may acquire the network's spot sales organization—including representation of network owned stations (CLOSED CIRCUIT, Jan. 19).

NBC, it is understood, and the stations it represents through its NBC Spot Sales organization has given no thought to this type of move.

No Comment • There was no comment from SRA or station representatives. It can be presumed, however, that they will support the proposal.

In its announcement last week the FCC called attention to the Barrow Report recommendation that a "reasonable" length of time be given for stations now represented by network-owned spot sales organizations to transfer their representation to a non-network organization.

A two-year period was mentioned as a fair transition period.

The gist of the Commission's proposal was set forth in its comment that rule-making should be instituted "to consider the adoption of a rule prohibiting television station licensees from being represented in national spot sales by an organization which also operates a television network." The paragraph added that this would not apply to stations licensed to the network.

In referring to the fact that the proposed rule would apply only to television, the FCC also suggested that those filing comments "direct their attention to the need for and desirability of a similar rule with respect to the participation of organizations which operate radio networks in the representation of stations in the national spot radio field."

CBS Spot Sales represents, besides the network-owned stations, WTOP-TV Washington, D.C.; WJXT (TV) Jacksonville, Fla.; WBTV (TV) Charlotte, N.C.; WBTW (TV) Florence, S.C.; KSL-TV Salt Lake City, Utah; KGUL-TV Houston-Galveston, Tex.; KOIN-TV Portland, Ore.

NBC Spot Sales represents, besides the network-owned stations, KSD-TV St. Louis, Mo.; KOA-TV Denver, Colo.; WAVE-TV Louisville, Ky.; WRGB (TV) Schenectady-Albany-Troy, N.Y.; WCKT (TV) Miami, Fla.; KONA-TV Honolulu, T.H.; KOMO-TV Seattle, Wash.

Commerce committees prime for new session

The Senate Commerce Committee last week appointed its Communications Subcommittee while its House counterpart received authorization and money to conduct 1959-60 investigations.

Sen. Warren Magnuson (D-Wash.), full committee chairman, Tuesday (Jan. 27) announced the re-appointment of Sen. John Pastore (D-R.I.) as Communications chairman and an increase in the subcommittee membership from five to eight members. Also re-appointed were Sens. Mike Monroney (D-Okla.) and Strom Thurmond (D-S.C.).

New to the subcommittee are Sens. Gale McGee (D-Wyo.), R. Vance Hartke (D-Ind.), Clifford Case (R-N.J.), Norris Cotton (R-N.H.) and Hugh Scott (R-Pa.). All except Sen. Cotton also are new members of the parent committee.

Sen. Magnuson said the parent committee would continue its over-all television investigation but that it has not been decided if primary responsibility will be vested in Sen. Pastore's subcommittee. The chairman said he still is waiting for a second tv report from special counsel Kenneth Cox and a report on allocations from the FCC before proceeding further.

The Senate has not acted on the committee's request for $225,000 to carry out its work during the 86th Congress.

The House Thursday quickly confirmed its Commerce Committee's request for $125,000—$25,000 of which was earmarked for the Legislative Oversight Subcommittee. Earlier in the week, the committee's investigative powers had been approved.

The House Commerce Committee has not as yet made its subcommittee appointments nor decided in what form the Oversight work will be continued. Sources on the committee from both parties indicated it probably would be at least two weeks before any decision is made.

First witnesses named in Boston ch. 5 case

The first act cast of characters in the Boston ch. 5 rehearing was made public last week at a pre-hearing conference in preparation for the Feb. 16 hearing.

Special Examiner Horace Stern, retired Pennsylvania Supreme Court chief justice, announced that he would not be taking a February vacation as planned and was anxious to get down to brass tacks in this case. Judge Stern also sat in the Miami ch. 10 rehearing.

First witness will be Robert B. Choate, president of ch. 5 occupant WHDH-TV. The grant to this wholly owned subsidiary of the *Boston Herald-Traveler* was made in 1957 by a 4-2 FCC vote. The case was remanded to the FCC last summer by the U.S. Court of Appeals because of allegations of *ex parte* contacts between applicants and some commissioners.

FCC List • Other witnesses announced by Edgar W. Holtz, Commission associate general counsel, were: Forrester A. Clark, investment banker and vice president of unsuccessful ch. 5 applicant Massachusetts Bay Telecasters Inc.; George C. McConnaughey, former Commission chairman; John L. and W. Davis Taylor, of the *Boston Globe* (which only the week before had been granted the right to intervene in the case); John B. Fisher, former administrative assistant to Sen. Leverett Saltonstall (R-Mass.) and associated in a D.C. public relations firm with Thomas Joyce, attorney-friend of Mr. Choate; and Charles F. Mills, former chairman of the Contract Renegotiations Board (of which Mr. McConnaughey also was at one time chairman) and recipient of long-distance phone calls from Mr. Choate, according to staff investigators of the House Subcommittee on Legislative Oversight.

In remanding Boston ch. 5 to the FCC the Appeals Court upheld the Commission's grant to WHDH-TV. The original vote in the FCC for the grant placed Comrs. McConnaughey, Richard A. Mack, John C. Doerfer and Robert E. Lee in favor with Comrs. Rosel H. Hyde and Robert T. Bartley dissenting. Comr. T.A.M. Craven abstained. The charges of *ex parte* contacts with commissioners aired last year before Legislative Oversight involved Messrs. McConnaughey and Mack.

Other parties involved in the new hearings include two more unsuccessful applicants for ch. 5, Greater Boston Television Corp. and Allen B. DuMont Labs, as well as the Dept. of Justice, participating as *amicus curiae*.

What Congress asks about ratings . . .

In preparing for its upcoming ratings hearing, the Senate Commerce Committee last week prodded advertising agencies to answer questionnaires asking how ratings are used in buying and placing tv shows.

Replies to the 18-question inquiry, mailed late in December, have been slow in reaching the committee. Date for the hearing, with Sen. Mike Monroney (D-Okla.) as the prime mover, still has not been set and preparation has been slow since the new Congress convened. In fact, sources close to the committee predicted last week the hearing, scheduled to be held in New York, would not be held this month as originally expected.

Of several New York agencies checked last week, none has yet answered the committee's questions although all said they intend to do so. None of the agency executives were overly concerned or interested in the questionnaire.

Rating Impact • Among the questions asked of the agencies:

"What effect, if any, do ratings have on your decision in selecting or recommending the continuation of a commercial tv program?

"Do you use your own measurement service . . . or do you use the reports of outside organizations . . . ?

"Do you consider a program's rating . . . to be an accurate reflection of [its] popularity . . . ?

"What criteria do you employ in determining the accuracy and reliability of the measurements of the services that you utilize?

"What effect, if any, do the ratings . . . have on the success or lack of success of various programs or on the success . . . of a broadcast station in obtaining an account?

". . . Have you been required to change a program from a desirable time period to a less desirable time period or to remove it completely from the station or network because of low ratings?

"Have you ever recommended the removal of a commercial program . . . because of low ratings?

"Does the emphasis on national tv ratings tend to have an adverse effect on the development or creation of local live programs?"

The agencies also were asked what factors are considered in selecting or recommending the continuance of a tv program and if they have undertaken any studies to determine proportion of rating sample audience made up of children.

Mack denied shift of trial to Miami

A federal judge in Washington last week denied requests that the trial of former FCC Comr. Richard A. Mack and Miami attorney Thurman A. Whiteside be held in Miami rather than in Washington. The trial is scheduled for Feb. 16.

U.S. District Judge Burnita S. Matthews denied defense motions to change the site of the trials. Attorneys for Messrs. Mack and Whiteside claimed that their clients could not receive a fair trial in the District of Columbia because of the wide publicity the indictment received in Washington.

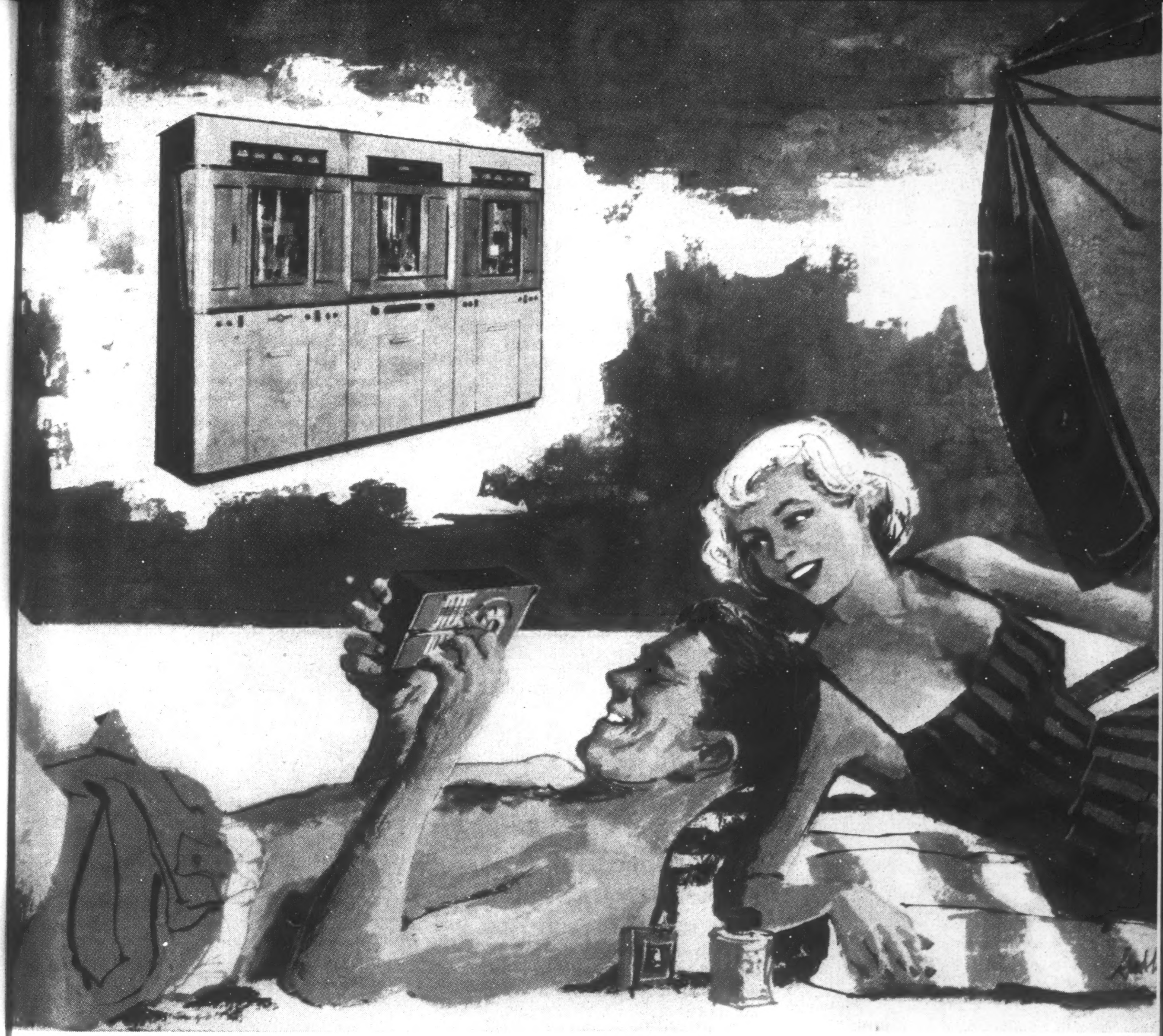
Judge Matthews also refused to dismiss the indictments accusing Messrs. Mack and Whiteside of conspiring to influence the award of ch. 10 Miami to National Airlines. They were indicted by a grand jury last September.

Although the trial of the former FCC commissioner (he resigned last March after allegations he had received financial aid from his friend Mr. Whiteside in exchange for his vote in the Miami ch. 10 case) and Mr. Whiteside is scheduled for Feb. 16, Judge Matthews indicated last week that she would consider a delay if requested by defense attorneys.

KGMB hearing set

The FCC last week designated for hearing the already-approved sale of 75.45% interest in KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo and KMAU-TV Wailuku, all Hawaii. The sale was approved last Dec. 3, but the grant remains in effect until the Commission's decision after the hearing, FCC said.

The sale was set for hearing after a protest by Harry Weinberg, 1.6% stockholder of the parent corporation of the stations and a Hawaiian theatre chain, and a company in which he is president-stockholder, which owns



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Real proof of quality transmission is in the listening. The difference between a Collins high fidelity signal and an ordinary signal is measurable. And you can often actually *hear the difference*.

Collins high fidelity and unique quality of "presence" are achieved by taking advantage of the improved performance offered by modern tubes and components. Only Collins transmitters deliver greater audio range with minimum distortion.

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0.17% of the stations' parent corporation, Consolidated Amusement Co. Ltd. The protestants were made parties to the hearing.

Mr. Weinberg claimed the sale of Consolidated (75.45% of the stations plus real estate and a theatre chain) to Hialand Development Corp. (BROADCASTING, Dec. 8, 1958) for $8,088,249 constituted a fraud on the stockholders. The sale agreement contained a "fraudulent" understatement of as much as $1,170,000 or 12.5%, he said. He also claimed stockholders were not informed of an "agreement" between Hialand and Consolidated concerning the continuance of J. Howard Worrall as president of the stations.

Booster ban delayed as Congress presses

Congressional pressure forced FCC last week to double the life span of what the Commission hopes is a dying institution: unlicensed vhf booster tv stations.

Last Monday (Jan. 26), FCC unanimously extended from three to six months the time for existing boosters to either convert to uhf translators or close down. The Commission's original three-month ultimatum to booster operators, delivered late last year, ran headlong into a wall of congressional opposition (BROADCASTING, Jan. 26).

FCC Chmn. John C. Doerfer flew to Denver two weeks ago and listened to a chorus of protests on the Commission's anti-booster action at a gathering of western officials and booster operators. The meeting was arranged by Colorado Gov. Stephen L. R. McNichols.

In its action last week, FCC noted that the extension of time does not apply to new boosters; the Commission intends to prosecute the operators of any boosters which take to the air from now on. The Commission also stated that it will give further study to the legal and technical aspects of the booster situation.

Congressional support for continuance of uhf boosters was strong last week: 18 senators co-sponsored two resolutions directing FCC to authorize boosters to continue, and one bill, a joint resolution and 16 concurrent resolutions were introduced in the House for the same purpose.

Merged applicants on ch. 12 New Orleans

New Orleans Tv Corp., a merger of two applicants in the New Orleans ch. 12 contest, was given FCC permission last week to operate temporarily on ch. 13 from yesterday (Feb. 1) to April 30. Earlier in the week Oklahoma Tv Co., a third applicant, was permitted by Chief Hearing Examiner James D. Cunningham to withdraw its application for ch. 12 without prejudice.

Oklahoma, licensee of KWTV (TV) Oklahoma City, had asked for withdrawal after an agreement wherein the two other applicants, Supreme Broadcasting Co. (WJMR-AM-FM-TV) and Coastal Tv Co., effected a merger. The new corporation is to pay Oklahoma $75,000 for out-of-pocket expenses incurred in prosecuting its application (BROADCASTING, Jan. 19).

Examiner Cunningham retained the applications of Supreme and Coastal in hearing status.

The new corporation also will pay Supreme $350,000 for WJMR-TV facilities. WJMR-TV was permitted to operate from Jan. 13-31 on ch. 13, assigned to Biloxi, Miss., and discontinued operation on its permanent assignment, ch. 20, on Jan. 13. Under the merger agreement Supreme will own 40% of the new ch. 12 station upon grant and the nine partners in Coastal will own the remaining 60% in equal shares.

WJMR-AM-FM are not involved in the proposed merger.

The FCC said last week its action is not to be construed as approval of the merger and is without prejudice to any future action it may take in the ch. 12 case.

Philco protest allowed by court

The U.S. Supreme Court last week virtually told the FCC that anyone—no matter how remote from broadcasting—has the right to protest an FCC action.

It refused to review an appeals court ruling last June holding that Philco Corp., Philadelphia, has standing to protest the FCC renewals of the licenses of the NBC-owned stations in Philadelphia (WRCV-AM-FM-TV).

Last December, in response to an unusual request from the Supreme Court, the Justice Dept. and the FCC filed divergent opinions on the right of Philco to bring the protest. Justice maintained that the lower court was correct; the FCC held that the appeals court "misconstrued" the protest provisions of the Communications Act and opened the door to indiscriminate and time consuming proceedings.

Philco originally protested the 1957 FCC license renewals of the Philadelphia stations. It charged that NBC's ownership was unfair competition since the stations were identified with RCA and RCA was a competitor in the appliance and radio-tv receiver fields. The FCC denied the protest on the ground that Philco had no standing. In June 1958 the U. S. Circuit Court for the District of Columbia, by a two to one vote, upheld the Philco viewpoint. NBC then asked Supreme Court to review.

Ch. 13 crossfire by Crosley, WIBC

Crosley Broadcasting Corp. and WIBC Indianapolis swapped "concentration of control" charges in oral argument last week (Jan. 26) on the court-remanded Indianapolis ch. 13 case.

WIBC pictured Crosley as a "giant" regional broadcasting empire which wants to add ch. 13 to its holdings and as an "outsider" which does not know "local" needs and intends to employ its regional tv network to telecast programs on ch. 13 WLWI(TV) which are more suitable for Cincinnati, Columbus and Dayton.

Crosley countered that 50-kw WIBC is the area's most powerful radio station and that the station's owners (Richard Fairbanks family) not only hold interests in the *Indianapolis Star* and *News* but are in position to gain control of the two newspapers if the Pulliam interests, which bought the two newspapers from the Fairbanks in 1948, should default on interest payments to the WIBC owners.

WIBC charged that Crosley has no scruples about gaining an area monopoly through multiple station rates and cited Crosley's violation of FCC rules in using pressure against NBC-TV to keep that network from placing programs, not accepted by one of Crosley's tv stations, on another non-NBC affiliate in the area (BROADCASTING, May 26, 1958). WIBC claimed superiority in 9 of 11 comparative issues and equality in the remaining two.

Crosley said it is a public firm whereas WIBC is owned by a private family, that its past experience in programming and its regional network programming cannot be duplicated by WLWI, that the Fairbanks family's interest in the two newspapers amounts to $5.7 million and that Crosley's past record shows it has built up its broadcast properties instead of "trafficking" in stations.

Chairman John C. Doerfer last week refused to admit WIBC's argument concerning its attempt since the court remand to purchase present ch. 13 facilities operated by Crosley as WLWI. The FCC granted ch. 13 to Crosley in March 1957, WIBC appealed and the case was remanded by the U. S. Court of Appeals for the District of Columbia in June 1958.

Comr. Craven is not participating in the ch. 13 case.

EDUCATORS PLEAD FOR ETV FUNDS

Matter of national necessity: consensus at hearing on bill

Educators and senators warned last week that Congress must provide federal funds for educational tv if this country is to keep up with others in the advancement of education.

The Senate Commerce Committee provided the forum Tuesday and Wednesday (Jan. 27-28) with hearings on S 12, which provides up to $1 million to each state and territory for etv facilities. The bill was introduced by Sens. Warren Magnuson (D-Wash.), chairman of the committee, and Andrew Schoeppel (R-Kan.), ranking minority member.

Both witnesses and senators hearing the testimony stressed these points: (1) Lack of money has kept etv from reaching its potential (there currently are 35 etv stations operating); (2) Federal assistance is a must if the potential ever is to be reached; (3) Etv stations must get on the air if they are to withstand attacks on educational-reserved channels by commercial operators; (4) Etv would be just as valuable for adult education as for students; (5) The FCC should make more educational vhf channels available in heavily-populated areas, and (6) Etv could help alleviate the classroom-teacher shortage.

Smooth Sailing Forecast • An identical measure to S 12 passed the Senate last spring but died in the House Commerce Committee. Sen. Magnuson has promised fast Senate action during the new session and his committee will consider the bill at its next executive session, scheduled for Feb. 11. So far, there is no opposition within the committee to the proposal.

Sen. Mike Monroney (D-Okla.), who was chairman of the hearings due to the illness of Sen. Magnuson, at one point suggested the FCC be called before the committee to determine what can be done about acquiring more vhf channels for educational use. When Sen. Hugh Scott (R-Pa.) brought up ch. 12 Wilmington, the senators agreed this channel should be re-assigned for educational use. Storer Broadcasting Co. formerly operated a commercial station on ch. 12 but has returned the construction permit to the FCC.

Sen. Monroney was particularly distressed because heavily-populated eastern areas do not have etv stations—or vhf assignments for education. He mentioned specifically New York, New Jersey, Philadelphia and Washington.

Keep Up With Jonses • Rapid advancement by other nations in education makes it mandatory that Congress pass S 12, Sen. Ralph Yarborough (D-Tex.) said. Also, he stated, if money is not appropriated to break "the bottleneck choking of educational tv," mounting pressures for the unused channels by commercial interests may be successful.

The Texas Democrat and Sen. Clifford Case (R-N.J.) asked that the bill be amended to make it possible for educational organizations crossing state lines to be eligible to receive federal money.

All of last week's witnesses except Comr. T.A.M. Craven, speaking for the FCC, favored federal aid for etv and the commissioner did not take any position. He said the Commission "does not have any special competence as to whether or not federal appropriations should be used" to assist etv. He pointed out the FCC has always expressed a "favorable attitude" toward etv with 86 vhf and 171 uhf channels reserved.

Rep. Stewart Udall (D-Ariz.), the lead-off witness, told the committee that "everything we said last year [during April 1958 hearings on the same bill] is now more true than ever before." He is the author of an identical bill in the House.

Donald McGannon, president of Westinghouse Broadcasting Co., said that etv has accomplished much in the past six years "but far more lies in the future than in the past." Mr. McGannon, accompanied by WBC Washington Vice President Joseph Baudino, said that commercial tv makes an indirect and intangible contribution to etv. He outlined the monetary, equipment and programming contributions of WBC to educational television.

Money Crisis • "The U.S. must improve and increase the use of all educational means at our disposal," Mr. McGannon stated, "but surely radio and tv have a great opportunity and a still greater obligation in this regard." He said a lack of money hindered establishment of educational radio, with only 40 educational am outlets on the air, and the same could happen to etv if the federal government does not provide funds.

John Ivey, executive vice president of New York U., said the time could come when it would be possible for a student to qualify for a college degree through tv without ever going near a campus. He said the monetary back-

Strong for etv props (l to r): Rep. Udall, NAEB's Harley, Alabama's Hurlburt, JCET's Steetle

McGannon & Baudino: commercial tv contributes to education

ing proposed by the Magnuson bill should be increased.

Raymond Hurlbert, general manager of Alabama's three-station etv network, labeled tv a "providential tool" in helping education shift from the traditional to modern teaching needs. "Tv is a natural for character education and citizenship training," he said. "It transmits emotion, ideals—makes communications far more real and personal than the printed page."

A plea for the assignment of an educational vhf channel to the Washington, D.C., area was made by Mrs. Edmund G. Campbell, president of the Greater Washington Etv Assn. Mrs. Campbell said the association's plans are being stymied by inability to get time on Washington's four commercial stations.

The Wisconsin Way • William Harley, president of the National Assn. of Educational Broadcasters, said that the Wisconsin educational radio network is an indication of what etv can accomplish with sufficient funds. Wisconsin, he said, has 10 radio transmitters in operation teaching 284,000 individual students. Unless federal support is forthcoming, he stated, etv reservations will continue to lie fallow and open to attack by commercial interests.

Ralph Steete, executive director of the Joint Council on Educational Tv, reported on etv achievements to date, including both air and closed-circuit operations.

Others who testified during the two-day hearing included Richard Hull, director of radio-tv, Ohio State U.; William Friday, president of North Carolina U.; William Brish, superintendent of Washington County (Md.) schools, which operates an extensive closed-circuit system; Carl Hansen, superintendent of Washington, D.C., public schools; Roland Kirks of the D.C. school board; D.C. Comr. Robert F. Kneipp, and Leland Hazard, member of board of the Educational Tv & Radio Center, Ann Arbor, Mich. Sen. Andrew Schoeppel (R-Kan.), the AFL-CIO and others entered statements into the record.

TASO report to FCC due end of February

The final report of Television Allocations Study Organization will be in the hands of the FCC by the end of February. This is the hope Dr. George Town, TASO executive director, expressed after a stormy TASO board meeting in Washington Jan. 24-25.

Two points of conflict at the meeting were: Whether Dr. Town or the board should write the final report, and whether Dr. Town should refer to recent equipment developments not noted or discussed in technical panel reports which make up the bases of the bulky report. This was in reference to such recent developments as master amplifiers, parametric amplifiers, etc.

The TASO board decided, by split vote, that Dr. Town should write the report—including mention of new devices—taking into account suggestions advanced by board members but permitting him to use his discretion. It was also agreed that before final printing all members of the board would see galley proofs and be permitted to add their own comments or clarifying explanations.

The board reconfirmed its backing of directional antenna study and took up other administrative details.

Appeals court hits FCC 'expense' ruling

The FCC has not made a sufficient showing that $55,000 paid to an applicant which withdrew from the Beaumont, Tex., ch. 6 case represented actual expenses, the U.S. Court of Appeals for the District of Columbia said last week in a unanimous 3-0 decision reversing the Commission. The case now goes back to FCC for further proceeding.

Judge John A. Danaher, who had dissented from the court's decision reversing the Commission in January 1956, this time went along with Judges David L. Bazelon and Charles Fahy in the new ruling on an appeal by the *Beaumont Enterprise* (KRIC Beaumont) (BROADCASTING, Dec. 22, 1958). KRIC held that the FCC didn't determine "affirmatively" whether FCC and administrative processes were abused by an agreement between Beaumont Broadcasting Corp. (KFDM) and W.P. Hobby, publisher of the *Houston Post* (KPRC-AM-FM-TV Houston), giving the latter an option to buy 32.5% of the ch. 6 station if KFDM won the grant, and by the $55,000 payment.

The FCC originally granted ch. 6 to KFDM in August 1954. A new oral argument was held after requests for reconsideration and stay. FCC affirmed the grant in January 1955. The *Enterprise* appealed and the court reversed the case in January 1956. After KFDM lost an appeal to the U.S. Supreme Court the FCC held a new hearing and in April 1958 reaffirmed the grant to KFDM. KFDM began operation on ch. 6 April 24, 1955.

The $55,000 payment was made to a third applicant, KTRM Beaumont, as out-of-pocket expenses in consideration for its withdrawal. The sum was made as a loan to KFDM by Mr. Hobby, who had held 10% interest and an option for 25% of the KTRM application. Mr. Hobby withdrew from the KTRM application after the FCC's 1954 grant to KFDM and before the ensuing oral argument.

The court said last week it will "withhold" judgment on whether the payment of actual out-of-pocket expenses contravenes the public interest and abuses FCC processes, especially in view of rulemaking issued on that question by the FCC on June 30, 1958, and still pending. The court found "reasonable" the FCC's position that KFDM should not be disqualified because of alteration of its proposal.

Only 5 show interest in space allocations

Only five organizations filed frequency allocations suggestions for space exploration with the FCC at the deadline last week.

Although none of the specific recommendations impinged directly on broadcast bands, many general suggestions by noted scientists enveloped tv channels and fm broadcasting by their very broadness.

Tv channels in the upper vhf allocation and the uhf video band were involved in most of these references. The lower end of the tv vhf band was also included in other general comments, as were the tv studio-transmitter link and remote pick-up assignments at 2000 mc and at 7000 mc.

Filing last week were NAB, American Rocket Society, Air Transport Assn., Aeronautical Radio Inc., and the National Academy of Sciences.

The comments were in response to an invitation issued by the FCC last month for suggestions on assignments in the radio spectrum for space-space and space-earth services (BROADCASTING, Jan. 12).

The Commission emphasized that only government bands were involved and that the contemplated allocations were only for control, telemetering, position observance and guidance.

NAB asked that the FCC make certain that any bands used for outer space electronics steer clear of conflict with the present fm allocation (88-108 mc). NAB specifically mentioned that part of the fm band between 100 and 108 mc.

The American Rocket Society recommended 25 assignments, ranging from 1.3-1.5 mc for space services to 80,000-81,000 mc for earth-space and space services.

ARS queried a number of outstanding scientists for their personal comments on spectrum utilization and submitted its recommendations after these responses were screened by a five-man panel.

Among suggestions received by ARS was Dr. Wernher von Braun's comment on the lack of frequency allocations in the range 200-300 mc, recommending its use for space and satellite telemetry, and the use of the 450-500 mc and 900-1000 mc bands for tracking. This band includes television chs. 11-13 and the lower portion of uhf tv. Another expression involving 250-1000 mc (uhf television allocation runs 470-890 mc), came from James L. Middlebrooks, engineering vice president, King Broadcasting Co. stations. Dr. Richard W. Porter, GE consultant, noted the "serious gap" in the region between 150 and 1700 mc (this area includes the upper vhf chs. 7-13 and the uhf tv band).

James R. Dempsey, Convair-Astronautics vice president, called for allocations in the lower end of the 5925-8500 mc band. This covers the television studio-transmitter link and remote pickup bands between 6875 mc and 7125 mc.

Other recommendations were that two 50-mc bands be reserved in the 100-150 mc band (by Peter K. Onnigian, chief engineer, KBET-TV Sacramento, Calif.), and that 1,000 mc bands be assigned above 10,000 mc (by Clure H. Owen, ABC engineering administrative assistant). Tv studio-transmitter links and remote pickup also are at 12,700-13,200 mc.

In one instance ARS recommended that a band be taken away from another service. This is the 430-435 mc area, now assigned to amateur service. The other recommendations refer only to government spectrum space.

ATA and AirInc. on behalf of civil aviation interests expressed opposition to the allocation of any frequencies between 108 mc and 136 mc. A portion of this band is being considered for air traffic control, they pointed out.

The National Academy said it would like to see "more adequate" allocations between 150 mc and 1700 mc (again the upper vhf channels and all of the uhf video space). It advocated the reservation of a 10-mc-wide band in the vicinity of 400 mc and near the 900-1000 mc areas for tracking and telemetry. The Academy stated that frequencies above 2000 mc be used for meteorology, altimeters and planetary exploration.

NAS also mentioned "space for harmonically related frequencies near 60, 80 and 160 mc (involving chs. 2, 3 and 5) for refraction and electron density experiments." It also noted 100 mc and 400 mc as possible areas for scientific utilization (fm occupies 100 mc as part of its 88-108 mc band).

WCLW-Journal sale up for FCC hearing

The FCC last week designated for hearing the proposed sale of WCLW Mansfield, Ohio, to the Mansfield Journal Co. for $45,000. The Commission in November (BROADCASTING, Dec. 1) sent McFarland letters to WCLW owner Frederick Eckardt and the *Mansfield News-Journal* saying a question still exists as to whether the newspaper company engages in activities inconsistent with FCC policy on controversial issues and in monopolistic business practices.

The FCC last week made WMAN Mansfield a party to the hearing. WMAN had asked for a hearing on the sale last September (BROADCASTING, Sept. 15), charging the newspaper company engages in business practices "contrary to" the Sherman and Clayton antitrust acts.

FCC Chmn. John C. Doerfer dissented to last week's action.

The Commission denied a broadcast license to the Mansfield Journal Co. in 1948 on grounds the company's affiliated *Lorain* (Ohio) *Journal* refused to sell advertising to firms which advertised on WEOL Elyria, Ohio. WMAN at that time charged similar practices by the Mansfield newspaper. The U.S. Supreme Court supported the FCC's position in the Lorain case. Both WMAN and WEOL have triple damage suits in Ohio federal district court against the newspapers as a result of the 1948 cases. The trial date in the WEOL suit is next September.

Moline race narrows

The six-way Moline, Ill., ch. 8 case became a five-way contest last week with the announcement by Iowa-Illinois Tv Co. that it will withdraw. Reasons are to be given when the official request for withdrawal is made. Iowa-Illinois is 65% owned by Nationwide Mutual Insurance Co., which is sole owner of Peoples Broadcasting Corp. Peoples is licensee of one tv and five am outlets.

The remaining contestants are Community Telecasting Corp., Tele-Views News Co., Midland Broadcasting Co., Illiway Tv Inc. and Moline Tv Corp.

Backs labor bill

NAB endorses legislation aimed at union corruption but objects to portions of the Kennedy-Ervin labor bill (S 505), Charles H. Tower, NAB economics-personnel manager, told a Senate labor subcommittee Friday (Jan. 30).

Mr. Tower opposed Title VI of the bill on the ground only one of five amendments to the Taft-Hartley Act had even a remote relation to abuse of union power and corruption. His major objection was based on a requirement (Sec. 103) that employers report under certain circumstances their expenditures over $2,500 to influence employes by advertising and other methods. He also opposed a requirement that employers report hiring of labor relations counsel used directly or indirectly to influence employes. He noted that no similar requirements apply to unions.

FATES & FORTUNES

Advertisers

Mr. Miller

• **DON C. MILLER**, formerly senior v.p. of Kenyon & Eckhardt, N.Y., elected marketing v.p. of B. F. Goodrich, N.Y. Mr. Miller was previously director of market research and head of sales organization and analysis of Packard Motor Co.

• **RICHARD L. DEXTER**, formerly account executive, Rogers & Smith Adv., Kansas City, to Interstate Securities Co., that city, as director of advertising and public relations.

• **MAURICE E. ATKINSON**, previously assistant to v.p. and director of marketing, Jacob Ruppert Brewery, N.Y., appointed advertising manager.

• **HARRY F. SCHROETER**, formerly of Procter & Gamble, Cincinnati, and with National Biscuit Co., N.Y., since 1945, named director of newly-created general advertising department.

• **ARTHUR E. ROSENGARTEN**, sales representative of Ronson Corp. in metropolitan New York, appointed western regional sales manager, headquartering in Los Angeles.

• **OGDEN KNIFFIN**, formerly with Young & Rubicam, to Colorforms, N.Y., toy manufacturer, as advertising director and manager of new products division.

• **OWEN H. KLEPPER**, with Philco Corp., Phila., since 1948, appointed advertising and sales promotion manager-home laundry equipment and air conditioners.

Agencies

• **F. R. RISLEY**, senior v.p. and manager, Reach McClinton's Newark office, named vice chairman of board. **DON MAYER**, v.p. and account executive in Newark office, succeeds Mr. Risley.

Mr. Gillen

• **WILLIAM R. GILLEN**, v.p. in charge of BBDO's Chicago office, named assistant to president to concentrate on new business. He is succeeded in Chicago by **WAYNE TISS**, previously in charge of BBDO, Hollywood. **ROBERT J. STEFAN**, television production supervisor in Hollywood office since 1952, succeeds Mr. Tiss.

• **FRANK ARMSTRONG**, president of Sales Communications Inc., N.Y., named v.p. of parent company, McCann-Erickson Inc.

• **DALE ANDERSON**, formerly v.p. and account manager coordinator, Lennen & Newell, to Compton Adv., N.Y., as v.p. and account supervisor.

• **GEORGE J. PORIS**, creative supervisor, Sullivan, Stauffer, Colwell & Bayles, N.Y., named v.p.

• **WALLACE J. RIGBY**, 52, v.p. of Sales Communications Inc., N.Y., died Jan. 22 following heart attack. He had been with parent McCann-Erickson as associate director of merchandising department before joining SC in 1957.

• **LEROY B. BLOCK**, v.p. and account supervisor; **HAL F. DAVIS**, assistant to president; **DR. E. L. DECKINGER**, v.p. and director of media department; and **THEODORE M. KAUFMAN**, v.p. and account supervisor, elected to board of directors, Grey Adv., N.Y.

• **H. GRANT ATKINSON**, formerly radio-tv supervisor of Compton Adv., Chicago, appointed v.p. and radio-tv director of MacFarland, Aveyard & Co., Chicago, succeeding **JAMES SHELBY**, resigned. Other agency changes: **WALTER C. POWER** to executive v.p. and general manager; **DAVID W. STOTTER**, senior v.p.; **MERRITT R. SCHOENFELD**, v.p., and **GORDON HENDRY**, media director, latter succeeding **ALFRED TRUDE**, resigned to join Clinton E. Frank Inc., Chicago (BROADCASTING, Jan. 26).

• **WILLIAM C. GORDON JR.** will resign as executive director of American Marketing Assn., effective June 30. Mr. Gordon, executive director since October 1953, plans to concentrate on personal affairs and to be marketing and management consultant.

• **GRAEME W. STEWART** and **DONALD L. CUTTIE**, account executives of Henri, Hurst & McDonald, Chicago, elected v.p.'s.

• **LOUIS F. CAHN** assumes duties as president of Cahn, Miller & Strouse Inc., Baltimore agency formed from merger of Cahn-Miller Inc. and Strouse & Co. **SAMUEL S. STROUSE** will be v.p.-treasurer, and **WILLIAM C. HARRIS**, v.p.-secretary. **C. LEROY MILLER** has retired. Agency will operate from 510 St. Paul Place; telephone is Saratoga 7-4466.

• **ARTHUR R. DAVIES**, formerly with BBDO, named copy chief of Vic Maitland & Assoc., Pittsburgh.

• **THOMAS L. BURCH**, formerly v.p., account supervisor and member of plans board, Young & Rubicam, L.A., to Tatham-Laird, Chicago, as account supervisor.

• **GORDON G. HURT**, formerly advertising and merchandising director, Norge Div. of Borg-Warner Corp., Chicago, named account supervisor on Bell & Howell account at McCann-Erickson, that city.

• **FREDERICK J. COWAN**, formerly account executive, Hazard Adv. Co., named account supervisor, Gaynor & Ducas Inc., N.Y.

• **FRED A. EPPS**, president, Fred A. Epps & Assoc., and **JACK TRUSTMAN**, president of Jack Trustman Adv., both Detroit, have merged their agencies to form Epps-Trustman Co., Detroit. Mr. Epps headed his own agency for 14 years, Mr. Trustman, five years. New firm's address is 10324 Puritan.

• **JOHN I. PROSSER**, formerly executive

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v.p. and general manager of WKAT Miami Beach, Fla., to Tally Embry Inc., Miami advertising agency, as radio director. Mr. Prosser entered radio in 1927 at WWJ Detroit.

• David Strousse, for past five years with Grey Adv., to Warwick & Legler, N.Y., as senior account executive on Revlon account.

• Richard A. Korte, formerly account executive at Foote, Cone & Belding, to Chicago office of Kenyon & Eckhardt in similar capacity. James A. McNamara, previously with Procter & Gamble, named account executive in K&E's New York office.

• Robert Grossman, formerly advertising manager of Catalina Inc., San Pedro, Calif., to Doyle Dane Bernbach, L.A., as account executive.

• John W. Robinson Jr., tv commercial producer, McCann-Erickson, N.Y., named tv-radio account executive.

• Frederick C. Stebbins, previously advertising and sales promotion manager, Corning Glass Works, Corning, N.Y., to Fuller & Smith & Ross, Pittsburgh, as account executive on Westinghouse account.

• Robert Roth, formerly of Magnavox Co., Ft. Wayne, Ind., to Lavenson Bureau of Advertising, Phila., as account executive.

• Charles W. Johnson, formerly account executive of KYA-AM-FM San Francisco, to Gross & Roberts Adv., that city, in similar capacity.

• Frederick C. Williams, account executive at D'Arcy Adv. Co., Chicago, to Clinton E. Frank, that city, in similar capacity.

• Ted Malone to House of J. Hayden Twiss Inc., N.Y., as director of radio, tv and films.

• Peter Triolo, formerly associate media director, Dancer-Fitzgerald-Sample, to Ogilvy, Benson & Mather Inc., N.Y., as media supervisor on Maxwell House coffee account.

• Jeremy Sprague, media buyer for past four years, Cunningham & Walsh, N.Y., and before that timebuyer at Compton Adv., named assistant media supervisor at C&W.

• Bruce C. Crawford, formerly account executive with Benton & Bowles, N.Y., to Ted Bates & Co., N.Y., as member of Brown & Williamson account group.

• Dale Fisher, formerly copywriter at BBDO, Chicago, to copy staff of Clinton E. Frank, that city.

• I. Jerrold Johnson, formerly product supervisor for retail advertising at Northrup-King, Minneapolis, to creative and copy department of Richard Crabb & Assoc., Chicago advertising-marketing-public relations agency.

• George Hall, formerly program director of WRAL-TV Raleigh, N.C., to J. T. Howard Adv., that city, as copy director.

• Ted Van Dyk, formerly with Prudential Insurance Co., to copy staff of Doyle Dane Bernbach, N.Y.

Networks

• Norman Racusin, director of budgets, pricing and planning for NBC-TV, adds duties of director, business affairs, replacing Howard L. Letts, who rejoins RCA as v.p. and controller.

• M. S. (Bud) Rukeyser Jr., with NBC since January 1958 and before that in television publicity department of Young & Rubicam Inc., named press editor, news and public affairs, newly-created unit in NBC press department. William Fagu and Arthur Oppenheim, NBC press staff writers, were named to unit to supervise publicity for news and public affairs, respectively.

• Robert D. Kasmire, formerly of WJAR-TV Providence, R.I., named coordinator, special projects, corporate planning, NBC, N.Y.

• Myra Clark, continuity editor of KFI Los Angeles for 12 years, moves to continuity acceptance department of ABC, that city, Feb. 15. Dorothy Wood succeeds her as continuity editor of KFI.

• Harry K. McWilliams, recently with J. Arthur Rank organization, named promotion and publicity coordinator for 1959 Academy Awards telecast (NBC-TV, April 6, 10:30 p.m.-12:15 a.m.).

Stations

Mr. Patterson

• John A. Patterson, sales manager, WPIX (TV) New York, elected v.p. in charge of sales.

• Edward V. Cheviot and Rex Preis appointed station managers of WOAI-TV and WOAI San Antonio, respectively. Mr. Cheviot, commercial manager of WOAI-TV since 1952, was formerly general advertising manager of *San Antonio Light*. Mr. Preis, commercial manager of WOAI since 1951, was formerly assistant general manager and commer-

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National Representatives

cial manager of KTSA (now KAKI) San Antonio.

Mr. Page

• William J. Page, formerly general manager and secretary-treasurer of WBAZ-AM-FM Albemarle, N.C., appointed general manager of WEZL Richmond, Va. Mr. Page was previously manager of Albemarle Chamber of Commerce.

• Howard Morris, formerly station manager of WARD-AM-TV Johnstown, Pa., to KBMB-TV Bismarck, N.D., in similar capacity.

• Herbert E. Evans, v.p. and general manager of Peoples Broadcasting Corp., Columbus, Ohio, named NAB delegate to Inter-American Assn. of Broadcasters, succeeding Gilmore Nunn, resigned. Appointment of Mr. Evans will become effective following IAB's sixth general assembly in April.

Mr. Hastie

• Kenneth L. Hastie, with WMT Cedar Rapids, Iowa, since 1936, named station manager. Beryl W. Starbuck succeeds Mr. Hastie as sales manager. Mr. Starbuck joined WMT as announcer in 1946.

• William F. Russell, formerly salesman of WKYW Louisville, to WSON-AM-FM Henderson, both Kentucky, as stations director.

• Joe Morris, formerly of James Olin Tice Jr. stations (South Carolina and Delaware), to WKIX-AM-FM Raleigh, N.C. as business manager and assistant to v.p. and general manager.

• Harold E. Sheffers, 63, v.p. and director of First Federal Savings & Loan Assn. of Washington, D.C., and formerly sales manager of WOL and WTTG (TV), both Washington, and general manager-president of WUST-FM Bethesda, Md., died Jan. 26 in Washington.

• Len Corwin, formerly New England representative of Ziv Television Programs, to WCRB-AM-FM Waltham, Mass., as v.p. in charge of sales.

• Les Miller assumes duties of v.p. and general manager of KARS (formerly KEXX) San Antonio. Other KARS appointments: Harold Carr as assistant manager and production director; Don Mitchell as sales manager, and Troy Mallory as chief announcer.

• Hal Ghues appointed station manager of KIWW San Antonio, Tex., replacing W.M. (Bill) Simpson, named regional sales manager.

• Cal Perley, west coast v.p. of Community Club Awards past 10 years, appointed executive assistant to president of KCOP (TV) Los Angeles. Mr. Perley will work on over-all sales activities in conjunction with expanded videotape syndication plans.

• Ted Richardson, chief announcer of WMOH-AM-FM Hamilton, Ohio, named supervisor of production and personnel.

• Edward J. Young, engineering staff, WTAE (TV) Pittsburgh, promoted to production coordinator.

• Phil Wygant, operations manager of WBAP-TV Fort Worth, Tex., elevated to promotion director of WBAP-AM-FM-TV, replacing Margret McDonald, retired.

• Walt Schaar, program supervisor of KREM-TV Spokane, Wash., promoted to program director, and Richard Barrett to production manager.

• Ralph S. Silver Jr. resigns as national sales manager of WLEC Sandusky, Ohio, to enter private business in that city. Mr. Silver was formerly general manager of WNLA Peekskill, N.Y.

• Dave Archard promoted to production manager of WALT Tampa, Fla., and Roy Nilson, formerly of WHOO Orlando, Fla., named WALT program director.

• James Ferguson, program director of WSAZ-TV Huntington, W.Va., to WMCT (TV) Memphis, Tenn., as program manager.

• Stan Richards, program director of WILD Boston, elected v.p.

• Don Brewer, formerly of KCMO Kansas City, to KBKC, that city, as news director.

• Gilbert Martyn, 53, formerly news director of KTLA (TV) Los Angeles, died in Los Angeles of throat cancer Jan. 24 after illness of two years. During New York World's Fair in 1939, Mr. Martyn delivered news program over WNBT (TV), believed to be first tv newscast in history.

• Don Ross, formerly program director of KGFJ Los Angeles and with KFMB San Diego since 1956, named program director of KFMB.

• W.W. Chaplin, with NBC News since 1943, joins KTRL Bradenton, Fla., as news director today (Feb. 2).

• Ed Pollock, formerly newscaster of WWVA-AM-FM Wheeling, W.Va., to WSTV-TV Steubenville, Ohio, as news editor.

• Ken Waligorski promoted from director to production manager of WISN-TV Milwaukee. Mr. Waligorski's new post was erroneously given as station manager last week (Broadcasting, Jan. 26).

• Chet Brouwer, program coordinator for Groucho Marx show, joins KTLA (TV) Los Angeles as director of film and tape operations.

• Tom Cary, air personality of KMTV (TV) Omaha, Neb., for seven years, promoted to account executive.

• Paul Downs, formerly assistant advertising manager of *Greenville* (N.C.) *Daily Reflector*, to WAVY Portsmouth, Va., as account executive. Bobby Randolph Davidson, formerly with Kraft Foods, named merchandising man and George Hanna appointed assistant bookkeeper for WAVY-AM-TV.

• Ray Markham, formerly of WIBV Belleville, Ill., to KWK St. Louis as account executive.

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BOX 556H, BROADCASTING

- Ken Manley, operations manager, southern division of Tarlow Assoc. (WHYE Roanoke, Va., WWOK Charlotte, N.C., and WJBW New Orleans), resigns to join WCSH Portland, Me.

- Russell Wittberger, formerly of WISN Milwaukee, to sales staff of WEMP, that city.

- Bert Files, formerly air personality of WCAW Charleston, W. Va., to WCHS, that city, on sales staff.

- Donald A. Getz promoted from radio salesman to assistant sales manager at WGN Chicago.

- Cal Druxman, director of merchandising of KFJZ-TV Ft. Worth, Tex., appointed account executive.

- Barbara Curran, formerly of KOAT-TV Albuquerque, N.M., to Hollywood office of KBIG Santa Catalina, Calif., as assistant traffic and sales service manager.

- Thomas Joseph (Jeff) Guier, formerly of WEAM Arlington, Va., to WFBR Baltimore sales staff.

- Ernie Berger, formerly of KSD St. Louis, to KCFM (FM), that city, as sales manager. Other KCFM appointments: Walter Peters and Kent Braverman, latter formerly of WMT-AM-TV Cedar Rapids, Iowa, as announcers; and Sibley Smith, formerly of KCMO-TV Kansas City, as writer.

- Steve Halpern, formerly assistant advertising and promotion manager of KYW-TV Cleveland, to KENS-TV San Antonio as director of exploitation.

- Ruth Hider, formerly account executive and supervisor of Fred Riger Adv., Binghamton, N.Y., to WNBF-AM-FM-TV, that city, as merchandising executive.

- Joseph Lugar, formerly sales representative of Kansas City Star Co., to KCMO-AM-FM Kansas City as account executive today (Feb. 2).

- John Redfield, KIFN, elected president of Metropolitan Phoenix (Ariz.) Broadcasters for 1959. Other elected officers: Howard Stalnaker, KPHO-TV, v.p.; Sheldon Engel, KRIZ, secretary-treasurer; Bill LaDow, KTVK (TV), Ray Smucker, KTAR-KVAR (TV), Homer Lane, KOOL-AM-TV, and John Hogg, KOY, all to board of directors.

- Lester C. Rau, sales manager of KOLN-TV Lincoln, Neb., named city's "outstanding young man of 1958" by Junior Chamber of Commerce. Mr. Rau, 32, joined KOLN-TV in 1953 and was appointed sales manager in 1956.

- Robert M. Light, promotion director of Don Lee Broadcasting System, KHJ-AM-TV Los Angeles and KFRC San Francisco, 1953-58, currently producing *Quiz Down* on KNXT (TV) Los Angeles, appointed managing director of Southern California Broadcasters Assn.

- Robert Garick, who has appeared in more than 20 motion pictures, to WWIN Baltimore as air personality.

- Robert Anderson to KLAC Los Angeles as newscaster.

- Bill Daniels, formerly d.j. of KFWB Los Angeles, to KTLA (TV), that city, as member of publicity staff.

- Bill Davis, Red Robinson and Ray Horn, formerly of KEX-AM-FM Portland, Ore., to KGW Portland as air personalities.

- George Rice joins WCCO Minneapolis-St. Paul as host-moderator of *Open Mike*, panel-discussion night program heard Mon.-Fri.

- Joseph della Malva, formerly of WDGY Minneapolis, to WPBC, that city, as news commentator.

- Ronald A. Barrett, air personality of KYW-TV, Cleveland, to KYW-FM as announcer.

- Ken Jones, formerly of WCPO-AM-FM Cincinnati, to WHTN-AM-FM Huntington, W. Va., as announcer.

- James Dawson, formerly weathercaster of WOAI-TV San Antonio, to KONO-TV, that city, in similar capacity.

- Owen Spann, formerly air personality of WBT Charlotte, N.C., to KCBS-AM-FM San Francisco in similar capacity.

- Reed Farrell, formerly air personality of KWK St. Louis, to WIL, that city, in similar capacity.

- Jerry Blair to WDRC-AM-FM Hartford, Conn., as announcer.

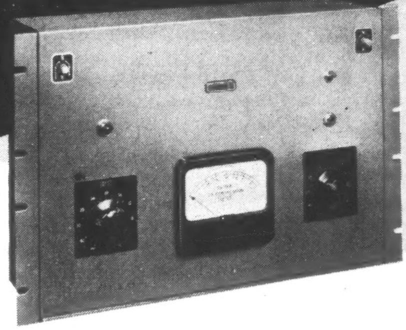
- James Mudge, formerly feature writer and reporter of *Grand Rapids* (Mich.) *Herald*, to WOOD, that city, as newsman. Other WOOD appointments: George Davis, formerly of WAMM Flint, Mich., to announcer, and Constance Miller to copywriter.

- Al Bronick, formerly of WMCK McKeesport, Pa., to WSTV-TV Steubenville, Ohio, as announcer. Bob Anderson joins WSTV-AM-FM as air personality.

- Bill McMillan, formerly newsman

POTENTIAL LISTENERS CAN BE *Actual* LISTENERS

with the GATES SA-39B PEAK LIMITING AMPLIFIER



This limiting amplifier is often considered the standard of comparison both as to smooth, fast limiting performance and very low distortion at abnormally high degrees of limiting action. The SA-39B will handle input levels from —20 to +20 db. with an output level of +25 dbm or less adjustable by means of individual attenuators. Audio response is from 30-15,000 cycles and distortion is 1½% or less at 20 db compression. Attack time is essentially instantaneous while the release time is adjustable from .2 to 1.2 seconds. For additional information, write today for Bulletin No. 123—yours for the asking.

GATES—Leader in Creative Engineering

HARRIS
INTERTYPE
CORPORATION

GATES RADIO COMPANY
Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS

of WKY Oklahoma City, Okla., to KOMA, that city, in similar capacity.

Representatives

• Paul C. Holter, formerly San Francisco sales manager, KLX Oakland, appointed head of radio sales department, Avery-Knodel, S.F.

• Ed Dyer, production director of KLAC Los Angeles, has become manager of Los Angeles office of Broadcast Time Sales.

• Lee W. Swift Jr., formerly in sales department, WVUE (TV) Wilmington, to radio sales staff of Headley-Reed, N.Y.

• Robert E. Richer, formerly sales manager, Bill Grauer Productions, N.Y., named account executive for NTA Spot Sales (representing NTA-owned stations).

• George Backus, for past 10 years with radio sales staff of Edward Petry & Co., and Richard Hayes, since 1953 tv account executive with Branham Co., N.Y., appointed to Petry's New York tv sales staff.

• Roger Sheldon, previously with KFMB San Diego, to Adam Young's Los Angeles sales staff.

Programming

• Bob Ganon, former production coordinator for TV Spots, promoted to v.p. and general manager of company, producer of *Crusader Rabbit* cartoon series and of tv commercials. He succeeds Bill Bauman, resigned.

• James E. Denning, formerly with NBC, appointed v.p. in tv department, MCA-TV, N.Y.

• Sig Frohlich elected v.p. of Fryman Enterprises, Hollywood motion picture-tv production company. Mr. Frohlich will be in charge of development of new tv film series.

• Don Gilman, on production staff of Filmways Inc., named art director of Filmways Inc., N.Y.

• Bob Nash, formerly with WPAT Paterson, N.J., named manager of production and sales for Faillace Productions Inc., N.Y., producer of musical commercials for tv and radio.

• Devery Freeman named producer of *Ann Sothern Show,* replacing Albert J. Cohen, who will form own packaging firm. *Ann Sothern* is Anso-Desilu Productions show.

• William Don Bryan, formerly of Ziv Television Programs, named southern area sales manager of Screen Gems, replacing Frank Stone, resigned. Don Fuller, southern sales representative, has also resigned.

• Robert Klein, former account executive with Classified Telephone Directory, named account executive for Pittsburgh area, Ziv Television Programs, replacing Eugene Adams, resigned.

• John Tallcott, formerly in sales department, NBC Radio, to Ziv Television Programs Inc., New York, sales department.

• Don Fuller, formerly with ABC-TV and before that, Screen Gems Inc., to Official Films Inc. as southwestern representative, headquartering in Dallas.

• Bert Granet, producer of "Lucy Makes Room for Danny" on *Westinghouse-Desilu Playhouse* series on CBS-TV, and William Froug, producer of "Eddie" for NBC-TV's *Alcoa-Goodyear Theatre* (filmed at Screen Gems) have received Screen Producers Guild awards for "the best television film of the year." Dual awards resulted from tie vote in SPG balloting.

• John Bowman, named executive producer and sales manager of Claster Enterprises Inc., Baltimore, producer of several tv shows including *Strikes 'n' Spares.* Ken Calfee to executive producer of Romper Room Inc., producer of *Romper Room School* tv program.

• Barry Winton, previously with Television Programs of America, to Official Films' New York sales force.

• Matthew D. Schuster, formerly sales development manager of Philco Corp., Phila., to Capitol Records Inc., Hollywood, as national phonograph administrator.

• Alan Barzman, formerly editor of Marketing Research Bureau index and program director of KEX Portland, Ore., to writing staff of Freberg Ltd., L.A. organization specializing in creation-production of radio-tv commercials.

• Judy Frankel, previously with NBC International, to Gotham Recording Corp., N.Y., as production assistant.

• George Stevens Jr., son of Academy Award winning director and associate producer of film, "The Diary of Anne Frank," to direct segment of Mark VII Ltd. tv series, *The D.A.'s Man.*

A new operation • Operations manager Cliff Gill (lower right) of KBIG Santa Catalina, Calif., hands over his slide rule to successor Alan Lisser. Resigning after seven years with KBIG, Mr. Gill plans to build his own station in Anaheim, Calif. Also pictured at the Hollywood farewell party are (l to r) Edith Brundage, Lois Decker, Barbara Beach, Bertha Lasar and Edloi Van Camp.

• Nathan Zucker, president of Dynamic Films Inc., re-elected president of Film Producers Assn. of New York for 1959. Other new officers are Lee Blair, Film-Tv Graphics, executive v.p.; Judd Pollack, MPO Productions, first v.p.; Robert Crane, Color Service Inc., second v.p.; Henry Strauss, Henry Strauss & Co., secretary; Edward J. Lamm, Puthe-Scope Co. of America, treasurer.

Equipment & Engineering

• Titus Haffa, board chairman of Webcor Inc., Chicago, assumes additional duties of president and chief executive officer of electronics firm. Mr. Haffa succeeds Nicholas Malz, who had been president since 1957.

• Dominic F. Schmit, v.p., product engineering, RCA, appointed senior RCA representative of C Stellarator Assoc., management and engineering organization established by RCA and Allis-Chalmers Mfg. Co. to design and build research facility for Princeton U. and Atomic Energy Commission for advanced studies in control of thermonuclear fusion for power production.

• Wendell R. Smith, formerly v.p. of Alderson Assoc., Phila., management consultant firm, appointed director, marketing research and development, RCA.

• Raymond K. McClintock, with Sylvania Electric Products, N.Y., since 1936, named manager of new Mountain View (Calif.) tube plant of special tube operations.

• G. Carleton Hunt, General Film Labs, Hollywood, named financial v.p. of Society of Motion Picture & Tv Engineers, completing unexpired term of J. W. Servies, National Theatre Supply Co., N.Y. S. P. Solow, Consolidated Film Industries, Hollywood, replaces Reid H. Ray, Reid H. Ray Film Industries, St. Paul, Minn., as treasurer. Barbara D. Skeeter succeeds Wallace Shapiro as director of public relations.

• Abe Morin, formerly of Western Electric Co., N.Y., to Bogen-Presto, division of Siegler Corp., N.Y., as purchasing agent, replacing Louis Ellenson.

• John L. Pfeffer, president, Struthers-Dunn Inc., Pitman, N.J., elected president of National Assn. of Relay Manufacturers.

• H. S. Crawford, formerly purchasing agent of electronics and air arm divisions of Westinghouse in Baltimore, Md., named purchasing agent for technical products division of Packard-Bell Electronics Corp., L.A.

• Elmer J. Perry, manager of semiconductor plant at Hillsboro, N.H., Sylvania Electric Products, appointed manufacturing manager of Sylvania's semiconductor division. Bertram S. Weinstein, formerly of Sperry Gyroscope Co., Great Neck, N.Y., appointed to development planning staff of Sylvania Electronics Systems, Waltham, Mass.

• Miss Gerry Colson, formerly west coast publicity director of Compton Adv., to Autonetics, Downey, Calif., division of North American Aviation Inc., as writer in promotional publications.

Allied Fields

• Mike Gould, formerly of Capitol Records, Hollywood, appointed general professional manager of music publishing operations, Walt Disney Productions, Burbank, Calif. Mr. Gould will head both Los Angeles and New York offices. Moe Preskell, who had been in charge of both publishing and recording phases in New York, assumes duties of eastern sales manager for three Disney labels (Disneyland, Buena Vista and Mickey Mouse Club). Jack Fine continues on New York publishing operations.

• E.P. (Jimmy) James, v.p. of A.C. Nielsen, Chicago, named head of Nielsen Tv Index service in United Kingdom, effective later this month, replacing Graham Dowson, who joins board of Southern Television, British program contractor.

• A. R. Hopkins, formerly RCA broadcast equipment sales executive and presently consultant to Ampex Corp., Redwood City, Calif. (Week's Headliners, Jan. 19), appointed New Jersey resident manager of Mayer & Dibrell & Co., Philadelphia management consulting firm.

• Lee Gottlieb, programming editor of *Tv Guide* magazine, named assistant managing editor at magazine's headquarters in Radnor, Pa. Niel Glixon succeeds him as programming editor, and Mrs. Evelyn Bigsby has been appointed assistant managing editor for women's features. Edward Baker, editor of Washington state edition, moves to Radnor headquarters.

• Herb Kaufman, with American Research Bureau, Beltsville, Md., since 1954, named assistant manager of New York office.

• Howard Pyle, deputy assistant to President Eisenhower, has resigned to become president of National Safety Council, Chicago. Mr. Pyle is ex-governor of Arizona and holder of minority interest in KTAR Phoenix.

• Henry C. Cassidy, formerly director of radio news, special events and public affairs for NBC, New York, named consultant to director of Radio Free Europe, N.Y.

• Earl J. LeClair Jr., with United Press International since 1953, appointed manager of Pittsburgh newspictures bureau.

• J. K. Peterson, formerly news director of KTVH (TV) Hutchinson, Kan., named director of publicity, promotion and television for Private Enterprise Inc., Wichita, Kan., international small business investment organization.

• Elston Brooks, with *Fort Worth* (Tex.) *Star-Telegram* since 1948, to Bevel Assoc., Fort Worth-Dallas public relations firm.

• Julius M. J. Madey, 18, to receive General Electric's annual radio amateur award for public service in 1958. Mr. Madey, who plans to enter Rutgers U. next year, was cited for handling thousands of messages for personnel at

ONE HUNDRED ELEVEN *
NATIONAL
and REGIONAL
SPOT
ADVERTISERS
Know
TERRE HAUTE
IS NOT
COVERED BY
OUTSIDE TV

*Basis: 1958

WTHI-TV

TERRE HAUTE
INDIANA
CBS
ABC channel 10

Represented Nationally by Bolling Co.,
Los Angeles - San Francisco - Boston
New York - Chicago - Dallas

JUST AROUND
THE CORNER
(could be YOUR corner!)

A HAZARD THAT
NEVER SLEEPS—
the accusation of

LIBEL—SLANDER
PIRACY—PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

Directed at Station, Staff,
Speaker, Talent, Sponsor

You can't recapture the **WORDS**
but you **CAN INSURE**
and hold possible Dollar Loss
within non-embarrassing limits.
Learn about our **UNIQUE**
EXCESS POLICY
which does the job
at surprisingly low cost.
FOR DETAILS AND RATES
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**EMPLOYERS
REINSURANCE
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KANSAS CITY, MO.

New York, 107 William St. · Chicago 175 W. Jackson · San Francisco 100 Bush St

isolated Antarctic, Arctic and South Pacific posts.

Government

- Leonidas P.B. Emerson, attorney in rules and standards division of FCC, appointed legal advisor to Comr. John S. Cross, succeeding Louis C. Stephens, returning to broadcast bureau as assistant chief of rules and standards division.

International

- Michael Nidorf, member of board of directors, Jack Wrather Organization, N.Y., named American program representative of Radio Luxembourg (London) Ltd.; Prince Littler, chairman of board of Moss Empires and chairman of board of Associated Television Ltd., elected to board of directors of Radio Luxembourg.
- Dorothy Gill, with Kenyon & Eckhardt, Ltd., Toronto, as media supervisor since 1956, to media manager.
- Jack C. Liddle, formerly of Ford Motor Co. of Canada, to CKLW-AM-TV Windsor, Ont., as director of public services.
- Gordon S. Bennett, assistant superintendent of broadcast services, Canadian Pacific Railway, Montreal, Que., has retired and started own business as telecommunications consultant at 155 Westminster Ave. N., Montreal W., Que.
- Laurie Irvine, formerly special events director of CKWX Vancouver, B.C., to program manager of CFCF Montreal, Que.
- Benoit Lafleur, director of French-language radio for CBC at Montreal, Que., to CBC representative at Paris, France, succeeding Jean Beaudet.
- Harvey Dobbs, announcer at CHUM Toronto, to sales staff.
- Larry Costello, announcer of CKTB St. Catharines, Ont., to CKGB Timmins, Ont.

BOOKS

- *It Floats: 99 and 44/100% Pure, by Alfred Lief, Rinehart & Co.; 338 pp.; $5.95.*

This is the fascinating story of Procter & Gamble Co., from that momentous day in 1878 when the bar of floating soap was born, to the present, when P&G thrives as the world's largest tv advertiser. Although much of P&G's advertising story has been told elsewhere (Broadcasting, June 3, 1957) and this book is by no means a critical business biography, it is nevertheless a concise and enlightening survey for anyone toiling in the vineyards of broadcast advertising.

In 1921, for instance, the reader learns that the brash young J. K. Fraser's Blackman Co. (now Compton Adv.) literally took away the P&G account from its own house agency. Two years later, on experimental station WEAF New York, P&G pioneered commercial radio and five years afterward P&G became the first radio network advertiser. By 1930, in the words of the author: P&G's radio activity "added up to a good deal of talk." There were 20 NBC Red stations, 11 NBC Blue stations, 22 CBS affiliates as well as five NBC Pacific Coast outlets. And this was only the beginning.

In 1932, on WLW Cincinnati, P&G's Oxydol became the first sponsor of what later was to become popularized as "soap opera." In the two-year period of 1935-37, the P&G network radio budget jumped from $2 million to $4.5 million, then to $8 million in 1939 (as against $1.8 million in magazines). Later, with the advent of radio's companion medium, tv, the P&G broadcasting growth expanded accordingly. In 1939 the firm sponsored a local New York sportscast between the Cincinnati Reds and the Brooklyn Dodgers. Two years later, when WNBT (TV) (now WRCA-TV) New York went on the air, P&G sponsored a video version of Ralph Edwards' *Truth or Consequences*, reaching all of 5,000 sets.

By 1944, network radio was eating $13 million from the P&G ad budget table; the next year it took $15 million. Yet less than a decade later, 1953, the firm was spending that much on tv alone. Today, P&G relies so heavily on tv that about 82% of its total $59 million ad budget is spent here.

- *Disc Jockey Gags, by Walt Hiley, Vantage Press; 86 pp.; $2.*

The subtitle of this slim collection of gags, "Hiley Seasoned," prepares the reader for its contents. Under such chapter headings as "Foolosophy," "The Tender Passion" and "This Mortal Coil" may be found as varied a group of puns as Joe Miller could wish for. It being impossible to amuse all of the people all of the time, some of the gags are funny and some are not, but the percentage that do bring a grin or a chuckle is surprisingly high.

The last gag in the book is apropos on all sides:

"Here's to a departed disc jockey,
At his passing we are naturally sad,
But he rates special glory
On the ending of his story—
He was reading a commercial—
Bravo, lad!"

- *shrdlu: an affectionate chronicle of the National Press Club, Colortone Press; 160 pp.; available through NPC, Washington 4, D.C., or its members at $5.25.*

On its golden anniversary, the National Press Club has produced an informal history of its founders and members, the myriad personalities who have been its guests and many of the amusing incidents which have given it so distinctive a character. The NPC has been called "the largest exclusive club in the world," and a comparison of its original roster—32 men on March 12, 1908—with its present roll of 4,673 confirms the description. *shrdlu* reflects in words and pictures the spirit of this constantly growing organization of newsmen.

Among the many firsts that have occurred within the club's walls was one of broadcasting significance on Jan. 14 of this year. President Eisenhower set a precedent that day by permitting live radio-tv coverage of a presidential news conference following a NPC luncheon. Lasting 50 minutes, the session was fed to all major networks. At its conclusion, the President was proclaimed a member, prompting him to say, "I hope possession of this card gives me certain immunity that, up to this moment, has not been mine." This, along with other advances by radio-tv newsmen, is chronicled in *shrdlu*.

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings

1

EIA committee to set stereophonic standard

Stereophonic broadcasting, growing suddenly in popularity without pattern or uniform definitions, will be given a set of standards.

Methods of broadcasting multiple versions of programming will be taken up by a new National Stereophonic Radio Committee, formed under the auspices of Electronic Industries Assn. Its function is of a public service nature, similar to the National Television Systems Committee that created technical standards governing television.

Dr. W.R.G. Baker, director of the EIA engineering department, said the committee will be organized into six panels. These will review technical factors in broadcasting stereo on a compatible basis (not interfering with existing public broadcast service). Present radio sets continue to provide their existing service under compatible stereo but additional equipment is required to provide stereo sound from compatible stereo broadcast signals.

Dr. Baker invited all those who have technical proposals to send them to the committee, care of Virgil M. Graham, 11 W. 42nd St., New York 36. Mr. Graham is associate director of the EIA engineering department. The NSRC operation will be under policy direction of an administrative committee headed by Dr. Baker and David B. Smith, Philco Corp., vice chairman.

The panel organization:

Coordination—Donald G. Fink, Philco Corp., chairman; William J. Morlock, General Electric Co., vice chairman.

Panel 1, System Specifications—Charles J. Hirsch, Hazeltine Research Corp., chairman.

Panel 2, Interconnecting Facilities—Axel Jensen, chairman; John M. Barstow, Bell Telephone Labs., vice chairman.

Panel 3, Broadcast Transmitters—Ralph N. Harmon, Westinghouse Broadcasting Co., chairman.

Panel 4, Broadcast Receivers—Joseph N. Benjamin, David Bogen Co., chairman.

Panel 5, Field Testing—A. Prose Walker, NAB, chairman; Ross H. Beville, WWDC-AM-FM Washington, vice chairman.

Panel 6, Subjective Aspect—Dr. A. N. Goldsmith, chairman.

Raytheon splits market

Raytheon Manufacturing Co. (electronics), Waltham, Mass., has split its trading areas into six regional sales offices: Boston, New York, Baltimore, Cleveland, Chicago and Los Angeles.

Resident commercial managers are being installed in these areas. They will report to Assistant Vice President Curtis R. Hammond, who has been appointed corporate director of regional commercial administration.

Zenith splits stock

A three-for-one stock split, anticipated since last fall, was recommended by the board of directors of Zenith Radio Corp. Tuesday, after the market closed at $178 on Zenith stock. Shareholders are expected to vote on the proposal at their annual meeting April 28.

The directors also declared a 75 cent quarterly dividend on present stock, payable March 31 to shareholders of record March 13. The previous dividend was 50 cents. The current split actually represents a 200% stock dividend.

Zenith initially split its stock two-for-one March 31, 1958. The new split calls for the issuance of two additional $1 par shares to each share outstanding. Zenith stock reached a new high of 208½ last month, but fell off 8½ points last Monday and Tuesday.

• Technical topics

• Telechrome Mfg. Corp., Amityville, L.I., announces introduction of a special effects generator, model 490-A, which is capable of producing "72 different pre-set dissolves and an infinite number of special effects which may be keyed electronically." Model is reportedly the only commercial instrument which will operate on both black-white and color tv signals. Additional separate features are waveform generator, switching amplifier, remote control panel and power supply. For further information write H. Charles Riker, v.p., Telechrome Mfg. Corp., 28 Ranick Drive, Amityville, L.I.

• Califone Corp., Hollywood, introduces the Cue Master, a precision instrument for its phonographs that provides "immediate and exact selection of any desired groove on any size phonograph record." For further information, write Califone Corp., 1041 N. Sycamore Ave., Hollywood 38, Calif.

• RCA's broadcast and tv department, Camden, N.J., announces availability of the new RCA broadcast camera equipment catalog. Book describes company's line of color and monochrome cameras, camera accessories, lighting equipment and mobile units for tv stations and closed-circuit use.

• May 1 is the deadline for technical papers to be presented at the Aug. 18-21 Wescon technical sessions in San Francisco. Authors may submit 100-200-word abstracts, plus complete texts or additional detailed summaries to: Chairman of the Technical Program, Dr. Karl R. Spangenberg, Wescon, 60 W. 41st Ave., San Mateo, Calif. Authors will be notified of acceptance or rejection of papers by June 1.

• Collins Radio Co. has been chosen to develop the complete electronic apparatus aboard the first U.S. manned space satellite, the Cedar Rapids, Iowa, company has announced. The National Aeronautics & Space Agency awarded Project Mercury to McDonnell Aircraft Co. last week, and McDonnell has chosen Collins for the electronic instrumentation — radio voice, command, telemetry, guidance and tracking facilities. Collins is also providing voice communications and electronic navigation

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4

Now . . . 4 offices to better serve you . . .

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DUnbar 1-7775

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Lincoln Dellar & Co.
Santa Barbara, Calif.
WOodland 9-0770

OMAHA, NEB.
Paul Fry
P.O. Box 1733
Benson Station

NEW YORK
41 E. 42nd St.
MUr. Hill 7-8437

facilities for the Air Force's X-15 manned rocket, scheduled to send a man 100 miles into space early this year.

- Ampex Corp., Redwood City, Calif., has issued a 32-page engineering department publication describing the conversion of the Ampex VR-1000 videotape recorder to color. Brochure includes 12 full-page schematic diagrams.

- RCA reports recent shipments of these transmitters: 25-kw to WALB-TV Albany, Ga., and used 10-kw to KBLI (TV) Pocatello, Idaho, and these antennas: superturnstile to KONA (TV) Honolulu; pylon to WKBN-TV Youngstown, Ohio, and travelling wave 12-gain to WBAL-TV Baltimore and to WJZ-TV Baltimore.

- Westrex Corp., division of Litton Industries, N.Y., announces addition of high frequency type 52 single sideband radio telephone receiver. Unit is designed to be compatible with existing transoceanic single sideband systems and has two independent sidebands capable of delivering up to four simultaneous 3000 cycle telephone and/or teletype channels. For information write Westrex, 111 8th Ave., New York 11, N.Y.

CODE IN CUBA

Mestre says U.S. films have bad influence

U.S. television films are exerting an undesirable influence on Latin American tv, according to Goar Mestre, president of Cuba's CMQ radio and tv networks.

In a panel discussion Wednesday (Jan. 28) of the impact of global tv on Hollywood and vice versa during a meeting of the Academy of Television Arts & Sciences, Mr. Mestre said that for many years the governments of Central and South American countries had been trying to gain program control of radio and television, using the excuse that control of program content was necessary for moral reasons.

To combat this, Mr. Mestre explained, 12 years ago in Cuba, broadcasters, advertisers and advertising agencies, together with groups of civic leaders, prepared a broadcasting code and appointed a czar whose decisions are final. Since then, he said, the broadcasters have kept government out of programming by demonstrating that they themselves were adequately policing their own output.

But today, Mr. Mestre stated, Cuban advertisers are beginning to resist the code. They complain that the rules that bind their live tv programs do not apply to the U.S. producers whose tv films are broadcast in Cuba. Already, he said, it has been necessary to revise the code, to ease restrictions on local live programs which cannot be imposed on imported telefilms.

"We're waging a losing battle," he declared, pointing out that under the code's prohibition of suicide scenes and dope addiction in tv programs, a number of the 52 U.S. film shows seen on Cuban television each week would have to be dropped.

Ralph Cohn, president of Screen Gems, one of the largest producers of filmed programs for television, asked for copies of the Cuban code and of any similar codes from other countries. The motion picture industry faced this problem many years ago, he reported, and collected codes from all parts of the world, which were considered when motion pictures were produced so that they would not be shut out of profitable foreign markets. The same thing could happen in television, he indicated.

Along with Mr. Cohn and Mr. Mestre, the ATAS panel on worldwide tv film problems included Rodney Erickson, vice president in charge of global sales for Warner Bros. Tv; Michio Ito, board member of the Nippon Tv Network of Japan; Peter Lorne, chairman of the European marketing committee of McCann-Erickson, London; Alfred Stern, NBC director of international operations, and Jean Bartel, singer-actress who has been appearing on Brazilian tv. Frederic W. Wile Jr., business manager of MGM-TV, was moderator.

Some of the topics discussed at the meeting were:

- Foreign markets, which provide up to 50% of the gross revenue of theatrical pictures, may produce as much as 25% of the gross of a tv film, but to get this distribution under current conditions may cost up to 40% of the gross, Mr. Cohn said. In five years, foreign markets may account for 45-50% of a telefilm's gross, Mr. Erickson predicted, concurring with Mr. Cohn on the high cost of selling tv film abroad.

- Commercial tv in Britain, with its emphasis on entertainment in place of culture, has been very popular with both advertisers and public, Mr. Lorne said. He reported that currently about

STRENGTH IN RESERVE!

When you specify Utility Towers you get Strength in Reserve. Our towers are designed and built to withstand far greater stresses and pressures than are normally expected. Yet we give you this reserve strength at a highly competitive price. And we get the job done on time. These are some of the reasons Utility Towers are known the nation over as the "Tops in Towers."

Utility Tower COMPANY
Phone WI 3-5578 • P.O. Box 7022
3140 N.W. 38th • Oklahoma City, Okla.

50% of all advertising placed by McCann-Erickson in the United Kingdom goes for television.

- Global tv networks are things of the distant future, according to Mr. Stern. He put live trans-Atlantic television, from five to 10 years off, at least. More optimistic, Mr. Ito said Japanese scientists are studying the feasibility of a trans-Pacific tv network via Alaska and hope to have real progress to report within the next year.
- Videotape is either installed or on order in England, Germany, Japan, Mexico, Cuba, Argentina and elsewhere. Mr. Stern predicted it will become as important abroad as at home. Differences in currents, with some countries on 50-cycle, some on 60-cycle, at present prevent complete interchangeability of tapes, but both Ampex and RCA are working on this problem, he reported.
- Discussing his recent visit to Russia, Mr. Cohn said that tv there is in much the state it was in the U.S. ten years ago. There are about three million tv homes. Moscow has two stations operating seven hours, six days a week; other Russian cities have one station on the air three-to-eight hours a day, three-to-seven days a week. Networks are just getting started and in the near future will connect Russia with the outside world, through Eurovision, as well as provide national service.
- Unfavorable rate of exchange and high import duties have kept U.S. tv films out of Brazil, Miss Bartel reported. Programming there is 98% live, timing is casual and there are few if any rehearsals. There are no unions for performers, who get paid by the month, and no residuals. The biggest show on Brazilian tv, a two-hour musical in which she was starred, cost less than $3,000 to produce, she said.

Canadian television at 77% saturation

There are now 3,241,300 television households in Canada, out of total 4,196,000 households, or 77% of all households, according to the Bureau of Broadcast Measurement, Toronto, Ont.

Total estimated population at November 1958 was 17,180,200. BBM reports no radio households, on basis that almost all households have radio receivers.

High point in tv household saturation is in Quebec province with 86% or 920,300 tv households. Ontario province has 85%, Nova Scotia 75%, British Columbia 67%, Manitoba 66%, New Brunswick 66%, Alberta 64%, Prince Edward Island 59%, Saskatchewan 56% and Newfoundland 40%.

Heaviest saturation in metropolitan districts is for Quebec City, Que., with 97% saturation with 66,900 tv households out of 69,100 households, followed by Windsor, Ont. (opposite Detroit) with 95 per cent saturation or 51,600 tv households out of total 54,100 households.

Canada music fee 2%

Canadian radio stations will pay 2% of gross revenue to the Composers, Authors & Publishers Assn. of Canada Ltd. (CAPAC), for use of its repertoire in 1959, and Canadian tv stations will pay 1½% of gross revenue. This is up from the 1¾% on gross revenue which independent Canadian radio stations have been paying in recent years and the nominal sum Canadian tv stations have been paying. The rate was set after hearings before the Canadian Copyright Board at Ottawa last fall. Canadian Broadcasting Corp., owned by the Canadian government, will pay CAPAC 2 cents per capita on the present population of about 17,750,000, or about $355,000.

Lord's Day decision

The Supreme Court of Canada ruled Tuesday (Jan. 27) that Canadian Broadcasting Corp. was immune from prosecution for broadcasting on Sunday. It was a 4-3 vote by the court. CBC had been charged along with CKEY Toronto, and three Toronto daily newspapers for violation of the 50-year old Canadian Lord's Day act in March 1957. CBC appealed through courts that as a government body it was exempt from the charge. Following the Supreme Court announcement, Ontario Attorney General Kelso Roberts stated that the Toronto case against CKEY and the newspapers will probably be dropped when it comes up in the magistrates court late this month.

• Abroad in brief

- Yugoslavia now has more than 1 million radio sets in use. The country, population about 18 million, has eight medium wave stations, 15 shortwave and vhf transmitters plus 11 satellite transmitters. Yugoslavia's three tele-

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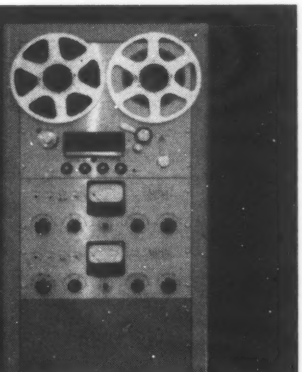

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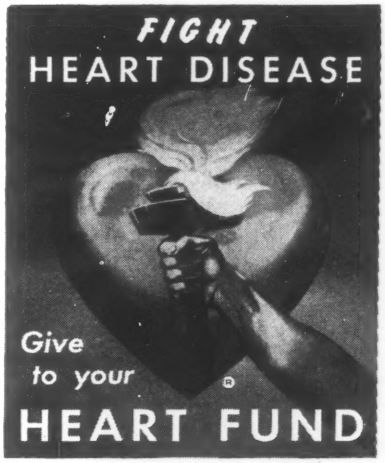

CMQ stations putting out peaceful signal

When Fidel Castro's rebel forces marched into Havana last month, one of their first moves was to commandeer the facilities of CMQ and CMQ-TV, program source of the CMQ Radio and Tv Networks, and take them over as their own communications center, directing military activities and keeping the public informed. CMQ President Goar Mestre gave a firsthand account last week in Hollywood, where he participated in a panel discussion of global tv presented by the Academy of Television Arts & Sciences (see page 66).

Although the six days that his networks were run by the rebels cost something like $100,000 in lost commercial revenue, Mr. Mestre is not unhappy about the situation. "We came through very nicely, along with other Cuban broadcasters who took an impartial position," he said. He contrasted their lot with that of two other Cuban radio networks, Circuito Nacional Cubano and Union Radio, whose station holdings have been confiscated by the Castro government. CNC's former owner, also a former son-in-law of deposed dictator Fulgencio Batista, will probably not return to Cuban broadcasting as long as the Castro regime is in power. Union Radio, owned by the Confederation of Cuban Workers (comparable to the AFL-CIO in the U.S.), will probably be returned to the organization after its official ranks have been purged of Batista supporters.

Cuban broadcaster Mestre: tension's gone now

As a Cuban patriot, Mr. Mestre is happy that his stations helped to prevent bloodshed in Havana by "letting people stay at home and watch the revolution on tv instead of going out in the streets."

And as a broadcaster, he rejoices in the end of "seven miserable years, during which we were harassed, persecuted and annoyed by the government." For the last two years, he said, Cuban broadcasting has operated under rigid censorship, with "all constitutional guarantees taken away and all civil rights gone. That's no way to operate radio and television."

Mr. Mestre, in September 1957, went into self-imposed exile in protest against a Batista decree which "converted broadcasters into mere puppets of the government" and did not return to his native land until the following year, after the law had been repealed. He credits the change in large part to the Inter-American Assn. of Broadcasters, of which he is a past president. The repeal came, he said, following a meeting of the IAAB board with Mr. Batista.

CMQ was an important part of the rebel movement, Mr. Mestre stated, with 80% of its personnel either active in or sympathetic to the movement. "In the last two years, we lost 38 employes who were in prison, in exile, in hiding or fighting with Castro. They're all back now at their old jobs, which we held for them."

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vision stations serve 7,000 licensed receivers, 600 of which are in Belgrade.

• Official West German-West Berlin figures place the country second among the world's exporters of electrical appliances (including radio-tv sets, phonographs). About $7.8 million worth was exported by West Germany in 1958. America, according to the figures, is the largest electrical appliance exporter. Great Britain is third. The figures show that sales of tv receivers last year increased 85% in West Germany. The country expects a general appliance sales increase of 10% in 1959.

• Canadian Broadcasting Corp., Ottawa, Ont., has appointed McGavren-Quinn Corp., N.Y., as exclusive representative in the United States for its Trans-Canada and Dominion English-language radio networks for spot business. R. S. Joynt, CBC assistant director of radio network sales, Toronto, Ont., will be liaison between CBC and McGavren-Quinn Corp.

• Canadian radio set sales totaled 71,042 in November 1958, compared with 63,087 in November 1957; television set sales were down from 60,481 in November 1957, to 51,417 last November, Electronic Industries Assn. of Canada, Toronto, reports. Only portable radio sets increased in sales in the January-November 1958 period over the previous year, with 75,034 sets sold last year and 50,166 in the 1957 period. Similarly portable tv sets were sold in larger numbers in 1958 than in 1957, with 59,790 sets sold last year as against 41,393 in 1957.

• Pulse Ltd., the British affiliate of the U.S. research organization, started a continuing study of tv audience characteristics in London on Feb. 1. It is patterned on the qualitative data now provided U.S. subscribers in the network Pulse radio and tv reports, covering audience composition and product use.

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Snowmanship • Howdee Meyers, vice president in the Chicago office of Venard, Rintoul & McConnell Inc., station representative, is no one to pass up a chance for a pitch. And so these snowy mornings he can be found outside the Prudential Building, in full view of several large advertising agency offices, "stomping" out sales messages. In the left panel he sets out to promote a trio of clients. Footsteps in the right panel lead up to the result, promoting WERE Cleveland, WGST Atlanta and WILX-TV Onondaga, Mich. The message was meant for media departments overhead of Leo Burnett, D'Arcy and Needham, Louis & Brorby.

The boys from Syracuse

Former boxing champion Carmen Basilio and other professional sportsmen were the stars of a Jan. 22 WSYR-AM-TV Syracuse, N. Y., luncheon for about 100 agencymen in Chicago.

The Syracuse outlets took Mr. Basilio, Cleveland Browns fullback Jimmy Brown and Adolph Schayes of the Syracuse Nationals basketball team to show the Chicagoans that Syracuse is "the home of champions." Among the WSYR stations' staffers attending the luncheon: E. R. Vadeboncoeur, president-general manager; William V. Rothrum, vice president; William R. Alford, sales director; Fred I. Geiger, tv sales manager; Fred Hillegas, news editor; Ed Murphy, air personality, and Bill O'Donnell, sports editor.

WBRE-TV puts money in radio

WBRE-TV Wilkes - Barre - Scranton, Pa., is allocating most of its first-quarter advertising budget to radio, David M. Baltimore, vice president-general manager, has announced. The tv outlet has bought spots, slotted between 6:30-7 p.m., on seven northeast Pennsylvania radio stations.

Of the radio advertising, Mr. Baltimore says, "We can reach potential tv viewers in the home and another all-important group, those tuned to automobile radios—a segment that can't be reached through newspaper advertising." WBRE-AM-FM are radio companions of WBRE-TV.

16,000 dig for 'Treasure'

To promote Bill Burrud's *Treasure* series of filmed visits to famous treasures of the world, broadcast Tuesday, 7-7:30 p.m., on KCOP (TV) Los Angeles, Bill Burrud Productions set up a treasure trove of its own, at Corriganville, Calif. (some 30 miles out of Los Angeles), and for four weeks invited *Treasure* viewers to go out at 2 p.m. one Sunday and start digging for treasure chests containing $500 in cash, $200 in cash, a trip for two to Hawaii and numerous other lesser prizes.

In place of the usual admission charge of 90 cents for adults and 50 cents for children, *Treasure* viewers were told they could gain admittance to Corriganville on that day with a seal from a jar of Mary Ellen's Jams & Jellies, made by the program's sponsor. Although it turned out to be a cold, raw day, 16,000 persons delivered Mary Ellen seals to Corriganville gatekeepers, to the delight of Bill Burrud, Mary Ellen and Guild, Bascom & Bonfigli, San Francisco, Mary Ellen's agency.

WAVE-AM-TV commission opera

An original three-act opera based on Maeterlinck's play "Sister Beatrice," has been commissioned by WAVE-AM-TV Louisville, Ky., to mark the dedication of the station's new radio-tv center next autumn. The composer is Lee Hoiby, 34, whose first opera, "The Scarf," was produced in Italy last summer. Mr. Hoiby's new work will be broadcast and telecast by WAVE-AM-TV following the completion of the center, now under construction.

WGBH-FM heard in Europe

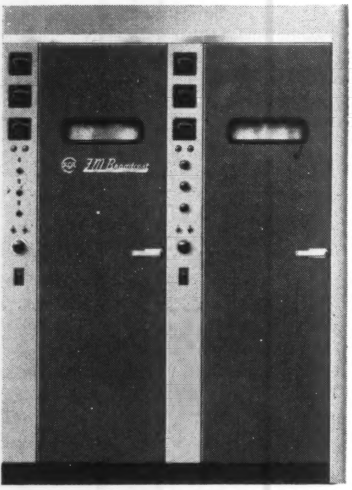
A Boston Symphony concert broadcast across the Atlantic by WGBH-FM Boston sounded "very good" in the capitals of Europe, listeners abroad have told WGBH-FM. The educational station on Jan. 23 originated the live program conducted by Pierre Monteux to Great Britain, France and Belgium directly from Boston's Symphony Hall.

The concert was transmitted by ocean cable and picked up by the BBC, Radiodiffusion Francaise and Radio Brussels. It was beamed to a potential audience of 90 million in Great Britain, France and Belgium.

• Drumbeats

- WDRC Hartford is giving the welcome treatment to new members of the Greater Hartford Chamber of Commerce. Harvey Olson, WDRC public relations vice president, interviews them on tape, broadcasting tapes throughout the station's 24-hour schedule.
- KMOX-TV St. Louis reports originating the first live telecast from local police headquarters when it visited the police crime laboratory on the Saturday morning program, *On Location*. The program concentrated on firearms identification, lie detectors, and scientific investigation procedure.
- Five thousand spectators turned out

Equipping a Radio Station?



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to watch a d.j. of KUSN St. Joseph, Mo., broadcast for two hours from a flag pole atop the station's new studio building. Five hundred balloons were dropped, containing merchandise gift certificates.

- In three weeks of intensive air promotion, WONE Dayton, Ohio, collected $3,500 to send an 18-year-old boy needing heart surgery to Mayo Clinic. The operation is credited with saving the boy's life.
- KNTV (TV) San Jose, Calif., launched 11 new shows in a "Blast Off" heralded with an 11-day countdown. Propellants: a KNTV space man who wandered streets of San Jose, Salinas, Monterey and Santa Cruz; air spots; newspaper ads; 70,000 jumbo postcards, and other mailings.
- WMT Cedar Rapids, Iowa, reports it had 86 new advertising outlets following snow-storms hitting the state. They were the area's schools which advised families "in case of storms, please tune to WMT." The station carried "no-school" announcements for the schools as a public service, when difficult transportation conditions forced cancellation of classes.

All-Tennessee hookup • The 72-station network formed by the Tennessee Assn. of Broadcasters for the governor's inaugural set a state-network size record, TAB reports. Behind the microphone (l to r): retiring Gov. Frank Clement, Tennessee Supreme Court Justice Allen Prewitt and Gov. Buford Ellington, being sworn in. WLAC Nashville originated the pickup for the TAB, but used only "TAB" call letters.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

Jan. 22 through Jan. 28: Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Tv Stations

ACTIONS BY FCC

Presque Isle, Me.—WLBZ Tv Inc.—Granted ch. 10 (192-198 mc); ERP 15.5 kw vis., 7.8 kw aur.; ant. height above average terrain 391 ft., above ground 96.7 ft. Estimated construction cost $31,300, first year operating cost $55,000, revenue $70,000. P.O. address 157 High St., Portland, Me. Studio-trans. location, Presque Isle. Geographic coordinates 46° 43′ 36″ N. Lat., 67° 55′ 45″ W. Long. Trans., ant. RCA. Legal counsel Smith & Hennessey, Washington, D.C. Consulting engineer Page, Creutz, Steele & Waldschmitt Inc., Wash., D.C. **Maine Bcstg. Co.,** (licensee of WLBZ-AM-TV Bangor) owns 98% of applicant. **Mrs. Adeline Rines,** who owns 96% of Maine Bcstg., also owns 98% of WRDO Augusta and WCSH-AM-TV Portland, both Maine. Announced Jan. 22.

APPLICATIONS

New Orleans Television Corp., New Orleans, La.—Request for STA to operate on ch. 13, 210-216 mc; ERP vis. 94.5 kw, aur. 47.2 kw, in New Orleans, La. Subject to condition that operation on ch. 13 shall cease at such time as regularly authorized tv service commences in New Orleans on ch. 12, but in no event to continue beyond time of commencement of operation on ch. 13 at Biloxi, Miss. (Request waiver of Sec. 1.331(b) of Commission rules.) Announced Jan. 27.

Existing Tv Stations

ACTIONS BY FCC

KCPP (TV) St. Louis, Mo.—Granted application to change trans. and studio locations, decrease aur. ERP to 158 kw, with 316 kw vis. and ant. height to 1010 ft., change trans. and ant. and make other equipment changes without prejudice to whatever action Commission may take with respect to pending petitions of St. Louis Amusement Co. and testimony before Special Subcommittee on Legislative Oversight of House Committee on Interstate and Foreign Commerce, with respect to ex parte representations allegedly made to Commission on behalf of Columbia Bcstg. System Inc., with respect to ch. 11 in St. Louis. Announced Jan. 22.

KSOO-TV Sioux Falls, S.D.—Is being advised that, unless within 30 days it requests hearing, its application for additional time to construct will be dismissed, cp canceled, and call letters deleted; also, application to increase vis. ERP, ant. height above average terrain, change type trans., site, and to make other equipment changes, indicates necessity of hearing. Announced Jan. 22.

APPLICATIONS

KBIC-TV Los Angeles, Calif.—Mod. of cp to change station location from Los Angeles, Calif. to South Pasadena, Calif. Studio location from 6540 Sunset Blvd., Los Angeles, Calif., to South Pasadena, Calif. ERP from vis.. 540 kw, aur. 320 kw to vis. 8.35 kw, DA, aur. 5.85 kw-DA; change type trans., changes in ant. and ant. height above average terrain 2926 feet. (Request waiver of Section 3.614(b) (4) and Section 3.685(e) of Rules). Announced Jan. 28.

CALL LETTERS ASSIGNED

KTVB (TV) Boise, Idaho—Assigned to KIDO Inc. Changed from KIDO-TV.

Translators

Maupin Television Corp., Maupin, Ore.—Is being advised that application to replace expired cp for tv translator station (K72AB) on ch. 72 to translate programs of KOIN-TV (ch. 6) Portland, indicates necessity of hearing. Announced Jan. 22.

New Am Stations

ACTIONS BY FCC

Albuquerque, N.M.—T. I. Moseley—Granted 730 kc, 1 kw D. P.O. address 1515 Industrial Way, Belmont, Calif. Estimated construction cost $45,516, first year operating cost $48,000, revenue $90,000. Sole owner Mr. Moseley is president, **Dalmo Victor Co.**, electronics manufacturer. Announced Jan. 22.

Albuquerque, N.M.—Tara Bcstg. Corp.—Granted 1310 kc, 1 kw D. P.O. address Murray J. Chikofsky, Esq., 444 W. 56th St., New York 19, N.Y. Estimated construction cost $29,640, first year operating cost $70,000, revenue $75,000. Owners are **Larry Stern, Arthur Alexander** and **Murray J. Chikofsky** (each one-third). Mr. Stern is tv film sales and distributor rep. Mr. Alexander has various film interests. Mr. Chikofsky is house counsel of film firm. Announced Jan. 22.

Glens Falls, N.Y.—Vacationland Bcstg. Corp.—Granted 1410 kc, 1 kw D. P.O. address 168½ North Union St., Olean, N.Y. Estimated construction cost $20,241, first year operating cost $40,000, revenue $50,000. Owners are **Olean Bcstg. Corp.** (62.96%) and others. Announced Jan. 22.

Rapid City, S.D.—Black Hills Radio Inc.—Granted 920 kc, 1 kw D. P.O. address 3640 West St. Patrick St., Rapid City. Estimated construction cost $21,751, first year operating cost $40,000, revenue $55,000. Owners are **Arthur Jones** (29%), **Charles Lien** (22%) and others. Mr. Jones is **KOTA-AM-TV Rapid City** announcer-promotion director. Mr. Lien is in gravel and crushed rock. Announced Jan. 22.

APPLICATIONS

Bridgeport, Ala.—Bridgeport Bcstg. Co. 1480 kc. 1 kw D. P.O. address Box 263. Estimated construction cost $14,898, first year operating cost $32,000, revenue $38,500. Sole owner is **Roy C. McCloud,** TVA electrician. Announced Jan. 28.

Iola, Kan.—Iola Bcstg. Co. 1370 kc, 500 w D. P.O. address Box 503 Carthage, Mo. Estimated construction cost $24,562, first year operating cost $42,000, revenue $48,000. Sole owner is **Lloyd C. McKenney** who also owns KRMO Monett, Mo., KMDO Fort Scott, Kan., and is 50% partner in KBHM Branson, Mo. Announced Jan. 22.

Rugby, N.D.—Rugby Bcstrs. 1450 kc. 250 w. P.O. address 906 16th Ave., W., Williston, N.D. Estimated construction cost $13,731, first year operating cost $31,200, revenue $40,800. Applicants are equal partners **Olav Folkvord,** 50% owner KSTV Stephenville, Tex.; **Ray Friederich,** Rugby attorney and **Oscar H. Halvorson,** chief engineer KUMV-TV Williston, N.D. Announced Jan. 26.

Lordsburg, N.M.—Alan A. Koff 950 kc. 1 kw D. P.O. address Box EE. Estimated construction cost $16,165, first year operating cost $36,000, revenue $40,000. Mr. Koff is in construction business. Announced Jan. 28.

Depew, N.Y.—WEXC Inc. 1300 kc. 1 kw D. P.O. address 875 Main St., Buffalo 3, N.Y. Estimated construction cost $46,184, first year operating cost $45,000, revenue $52,000. Owners of applicant corp. are **Samuel A. Varco Jr.** (45%) Buffalo ad agency account executive; **F. Robert Greene** (20%) part owner WHAM, WHFM (FM) Rochester, N.Y., **Richard C. W. Mauron** (20%) Toronto, Canada businessman; **Samuel Varco** (10%) physician; and **Thomas L. Vines** (5%) WBNY-AM-FM Buffalo chief engineer. Announced Jan. 28.

Existing Am Stations

ACTIONS BY FCC

WBCH Hastings, Mich.—Granted change from DA-D to non-DA, continuing operation on 1220 kc, 250 w, D; engineering condition. Announced Jan. 22.

KOLO Reno, Nev.—Granted change from DA-1 to DA-N, continuing operation on 920 kc, 1 kw, unl. Announced Jan. 22.

KPLK Dallas, Ore.—Granted increase of power from 500 w to 1 kw, continuing operation on 1460 kc, D. Announced Jan. 22.

APPLICATIONS

WAVO Avondale Estates, Ga.—Cp to increase power from 500 w to 1 kw; make changes in DA system (one additional tower) and change station location to Decatur, Ga. Announced Jan. 22.

WDAN Danville, Ill.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Announced Jan. 28.

WSME Sanford, Me.—Cp to change freq. from 1220 kc to 1340 kc; change hours of operation to unl.; change power to 250 w, 500 w-LS and make changes in trans. equipment. Announced Jan. 26.

KWOS Jefferson City, Mo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Announced Jan. 22.

KWPM West Plains, Mo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Announced Jan. 28.

WTSB Lumberton, N.C.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Announced Jan. 26.

WLAF La Follette, Tenn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Announced Jan. 26.

KDWT Stamford, Tex.—Mod. of license to change hours of operation from unl. to SH. Announced Jan. 22.

WHSM Hayward, Wis.—Cp to increase power from 1 kw to 5 kw; install DA-D and new trans. and make changes in ground system. Announced Jan. 22.

KLUK Evanston, Wyo.—Mod. of license to change hours of operation from unl. to SH; Daily: 6:30 a.m. to 6:30 p.m. Announced Jan. 23.

CALL LETTERS ASSIGNED

KPGE Page, Ariz.—Harold J. Arnoldus.

KAAB Hot Springs, Ark.—The Phoenix Co. Changed from KWFC.

WGHS Cocoa Beach, Fla.—Mel Wheeler.

WJUD St. Johns, Mich.—Justin F. Marzke.

KRFS Superior, Neb.—Great Plains Bcstg. Inc.

WKBK Keene, N.H.—KBR Stations Inc., 1220 kc.

WRAN Dover, N.J.—Lion Bcstg. Co.

WJMK N. Syracuse, N.Y.—James A. McKechnie.

WGOG Walhalla, S.C.—Oconee Bcstg. Co., 1460 kc.

KPNG Port Neches, Tex.—Mid-County Radio.

KNBE Kanab, Utah—Harold J. Arnoldus.

New Fm Stations

ACTIONS BY FCC

San Jose, Calif.—United Bcstg. Co. Granted 100.3 mc, 3 kw. P.O. address De Anza Hotel. Estimated construction cost $12,000, first year operating cost $36,000, revenue $36,000. Applicant is licensee of KEEN San Jose. Announced Jan. 22.

Dayton, Ohio—Skyland Bcstg. Corp. Granted 104.7 mc, 4.8 kw. P.O. address 380 W. First St. Estimated construction cost $8,000, first year operating cost $20,000. Applicant is owner WONE Dayton. Announced Jan. 22.

San Juan, P.R.—Department of Education of Puerto Rico. Granted cp for new non-commercial educational fm station to operate on 89.7 mc; ERP 840 w; ant. 740 ft. Announced Jan. 22.

Diboll, Tex.—Arthur Temple Jr. Granted 95.5 mc, 6.5 kw. P.O. address KSPL Diboll. Estimated construction cost $12,615, first year operating cost $20,000, revenue $20,000. Applicant is sole owner of KSPL. Announced Jan. 22.

Marinette, Wis.—M & M Bcstg. Co. Granted 105.1 mc, 37 kw. P.O. address % Radio Station WMAM Marinette. Estimated construction cost $27,900, first year operating cost $27,500, revenue $30,000. Applicant is licensee of WMAM. Announced Jan. 22.

APPLICATIONS

Atlanta, Ga.—Rounsaville of Atlanta Inc. 94.1 mc, 76.36 kw. P.O. address 3165 Mathieson Dr. N.E., Atlanta 5. Estimated construction cost $19,950, first year operating cost $6,000, revenue $6,000. Applicant is licensee of WQXI and WATL-TV Atlanta; WLOU and WTAM-TV Louisville, Ky.; WCIN and WSOK-TV Cincinnati; WMBM Miami Beach; WTMP Tampa; WVOL Nashville and WYLD New Orleans. Announced Jan. 28.

Detroit, Mich.—Radio Station WCHB of Bell Broadcasting Co. 105.1 mc, 33.945 kw. P.O. address 32790 Henry Ruff Rd., Wayne, Mich. Estimated construction cost $22,790, first year operating cost $30,000, revenue $30,000. Applicant owns WCHB Inkster, Mich. Announced Jan. 22.

Pittsburgh, Pa.—WCAE Inc. 96.1 mc, 30.6 kw. P.O. address 530 Carlton House. Estimated construction cost $21,250, first year operating cost $32,600, WCAE Inc. which is owned by Hearst Corp., operates WCAE and owns 50% of WTAE (TV) both Pittsburgh. Announced Jan. 28.

San Juan, P.R.—Electronic Enterprises Inc. 93.7 mc, 3.36 kw. P.O. address Box 2792. Estimated construction cost $7,100, first year operating cost $3,000, revenue $4,000. Applicant owns WITA San Juan. Announced Jan. 26.

Milwaukee, Wis.—Hearst Corp. 97.3 mc, 25.4 kw. P.O. address 959 Eighth Ave., Rm. 202, New York 19. Estimated construction cost $29,975. Applicant owns WISN-AM-TV Milwaukee, WBAL-AM-TV Baltimore and WCAE Pittsburgh, Pa. Announced Jan. 22.

Existing Fm Stations

ACTIONS BY FCC

KRCW (FM) Santa Barbara, Calif.—Granted SCA to engage in functional music operation on multiplex basis. Announced Jan. 22.

WTOA (FM) Trenton, N.J.—Granted SCA to engage in functional music operation on multiplex basis. Announced Jan. 22.

WFID (FM) Rio Piedras, P.R.—Granted SCA to engage in functional music operation on multiplex basis. Announced Jan. 22.

CALL LETTERS ASSIGNED

KITH (FM) Phoenix, Ariz.—Voice of Arizona Inc., 101.3 mc.

KOTN-FM Pine Bluff, Ark. — Universal Bcstg. Co., 92.3 mc.

KPRI (FM) San Diego, Calif.—Barbary Coast Records Inc.

WKSD (FM) Kewanee, Ill.—Board of Education, District 229.

WROW-FM Albany, N.Y.—Capital Cities Television Corp., 95.5 mc.

WONE (FM) Dayton, Ohio—Skyland Bcstg. Corp., 104.7 mc.

KSPL-FM Diboll, Tex. — Arthur Temple Jr., 95.5 mc.

WAFC-FM Staunton, Va.—American Home Bcstg. Corp., 102.5 mc.

WRVB-FM Madison, Wis.—Paul A. Stewart Enterprises, 102.5 mc.

WMAM-FM Marinette, Wis.—M & M Bcstg. Co., 105.1 mc.

Ownership Changes

ACTIONS BY FCC

KXLA Pasadena, Calif.—Is being advised that application for assignment of license and cp to Eleven Ten Bcstg. Corp. indicates necessity of hearing. Announced Jan. 28.

KGDE Fergus Falls, Minn.—Granted assignment of license to Northland Bcstg. Corp. (Kingsley H. Murphy Jr., vice president, has interest in KRNT-TV Des Moines); consideration $100,000 plus agreement to pay Frederic T. and Harold L. Dell $24,000 over 5-year period not to compete within radius of 100 miles. Announced Jan. 28.

KSD-AM-TV St. Louis, Mo.—Granted transfer of control from Joseph Pulitzer Jr., and Charles J. Hentschell, voting trustees, to same plus three other voting trustees; stock transaction. Announced Jan. 28.

WSKN Saugerties, N.Y.—Granted transfer of control from John Lynker, et al., to VIP Radio Inc.; consideration $37,050 for 62.06% interest. Transferee is owned equally by Martin Stone (50% owner WWES-AM-FM New Rochelle, and WVIP Mount Kisco, N.Y.) and Plymouth Rock Publications, Inc., 100% owned by John Hay Whitney (WISH-AM-TV Indianapolis; WANE AM-TV Fort Wayne; KOTV[TV] Tulsa, and KGUL[TV] Houston). Commissioner Bartley not participating. Announced Jan. 28.

WCUE-AM-FM Akron, Ohio—Granted assignment of license and cp to WCUE Radio Inc. (Edwin B. Estabrook Jr., president); consideration $450,000 plus employment of Edwin Elliot and Edwin T. Elliot for five years for $156,300. Announced Jan. 28.

WCLW Mansfield, Ohio—Designated for hearing application for assignment of license to Mansfield Journal Co.; made Richland Inc. (WMAN) Mansfield, party to proceeding. Chairman Doerfer dissented. Announced Jan. 28.

WPEN-AM-FM Philadelphia, Pa.—Granted transfer of control from Sun Ray Drug Co. to Consolidated Sun Ray Inc. (merger of Sun Ray Drug Co. and Consolidated Retail Stores Inc., with no change in officers and directors); stock transaction; without prejudice to any action Commission may deem warranted, if any, pending final action on Notice of Appeal and Petition for Review (Cases Nos. 14738 and 14739) filed by Wm. Penn Bcstg. Co. in Court of Appeals for District of Columbia Circuit. Announced Jan. 28.

APPLICATIONS

WJHB Talladega, Ala.—Seeks assignment of 50% interest in licensee **Confederate Bcstg. Co.** from **Mr.** and **Mrs. Ned Butler** to **William Tyler** for $6,000. Mr. Tyler is former general manager KOME Tulsa, Okla. Announced Jan. 27.

WTLS Tallassee, Ala.—Seeks assignment of license from **Confederate Bcstg. Co.** to **Ne-Ler Co.** Purchaser, Ned Butler is 50% owner and former president of **Confederate Bcstg.**, resigned to purchase WTLS as individual. Sale price $15,000. Announced Jan. 27.

WTUS Tuskegee, Ala.—Seeks assignment of license from **Radio Tuskegee Inc.** to **Andalusia Bcstg. Co.** which owns WCTA-AM-FM Andalusia, Ala. Consideration $35,000. Announced Jan. 27.

KIFW Sitka, Alaska—Seeks assignment of license from **Alaska Bcstg. System Inc.** to **Sitka Bcstg. Co.** Consideration $29,500. Buyers are **Harry C. Lane** (33%) KIFW manager; **Howard C. Bradshaw** (26%) Sitka merchant, and others. Announced Jan. 23.

KHBM Monticello, Ark.—Seeks assignment of license from **Baker Broadcasting Co.** to **Edward Keith Baker.** Mr. Baker is current manager of KHBM, and nephew of present owner **James R. Baker.** Consideration $60,000. Announced Jan. 27.

KFRE-AM-TV, KRFM Fresno, Calif.—Seeks assignment of licenses from **California Inland Bcstg. Co.** to **Triangle Publications Inc.** California Inland is wholly owned subsidiary of Triangle. Announced Jan. 27.

WICC-AM-TV Bridgeport, Conn.—Seeks assignment of license from **Bridgeport Bcstg. Co.** to **Connecticut-New York Bcstrs. Inc.** Consideration $1.63 million, including $200,000 over ten-year period to both Phillip Merryman and Manning Slater, present owners, for not competing within 50-mile radius. Purchaser **Kenneth M. Cooper** formerly sales manager of WORC Worcester, and vice president of WTRY Troy-Schenectady and others. Announced Jan. 27.

WGRC Green Cove Springs, Fla.—Seeks assignment of cp from **Ben Akerman** to **Frank Van Hobbs.** Consideration $1,500. Mr. Hobbs former sales manager WDXB and WAGC Chattanooga, Tenn. Announced Jan. 22.

WCPK College Park, Ga.—Seeks assignment of cp from **Robert A. Corley** to **College Park Bcstg. Inc.** with Mr. Corley as only stockholder. Announced Jan. 26.

WGSR Millen, Ga.—Seeks assignment of license from **Jenkins Bcstg. System,** wholly owned by **W. Herbert Brannen Sr.** to **Jenkins Bcstg. System Inc.** with Mr. Brannen owning 66⅔% and **Jack V. LoPresti,** WGSR manager and chief engineer owning 33⅓%. Announced Jan. 26.

KPID Payette, Idaho—Seeks assignment of license from **Earl F. Hash** to **A. V. Bamford, Everett S.** and **Rosemary Graham.** Consideration $16,493.37. Mr. Bamford (50%) has minority interests in KMOP Tucson, Ariz., KHOK Golden, Colo., and KHEY El Paso, Tex. Mr. and Mrs. Graham (25% each) are employes of KPID. Announced Jan. 28.

WHXY Bogalusa, La.—Seeks assignment of license from **Bogalusa Bcstg. Corp.** to **J. A. Oswald.** Consideration $37,500. Mr. Oswald formerly had minority interest in WWEZ New Orleans. Announced Jan. 28.

WAMM Flint, Mich.—Seeks involuntary transfer of 50% interest in licensee, **Binder-Carter-Durham Inc.,** from **Richard S. Carter,** deceased to **Cora J. Carter,** executrix of his estate. Announced Jan. 23.

WMBC Macon, Miss.—Seeks assignment of license from **Confederate Bcstg. Co.** to **Macon Radio** for $20,000. Purchaser, **Walter Welch** is former chief engineer of WMLS Syacauga, Ala. Announced Jan. 27.

KBTN Neosho, Mo.—Seeks assignment of license from **Neosho Bcstg. Co.** to **W. Montgomery Harlow,** who is employe of KTTS-TV Springfield, Mo. Consideration $45,000. Announced Jan. 28.

WATH Athens, Ohio—Seeks assignment of license from **Radio Athens** to **Radio Athens Inc.** with present partnership becoming incorporated. Owners are **A. H. Kovlan** (70%), **Stephen H. Kovalan** (20%) and **Edward Kovalan** (10%). Announced Jan. 26.

KUIK Hillsboro, Ore.—Seeks assignment of license from **KUIK Bcstrs.** to **KUIK Broadcasting of Oregon Ltd.** Application is for change in partnership with **Herman Goldberg** and **Miss Virginia Riley** each purchasing 20% interest from present partners **John P. Gillis, James L. Dennon** and **George I. West,** and former partner **Donald F. Stelles.** Consideration $200 for each 20%. Announced Jan. 22.

KHTV (TV) Portland, Ore.—Seeks assignment of cp from **Trans-Video Co. of Oregon** to **KHTV, Channel 27 Inc.** Action sought is organization of corporation comprised of present owners. Announced Jan. 28.

KLIQ Portland, Ore.—Seeks assignment of license from **KLIQ Inc.** to **KLIQ Bcstrs.** owned by equal partners **John F. Malloy** and **Stanley G. Breyer.** Mr. Malloy is former majority owner KECC Pittsburg, Calif., and Mr. Breyer is sales manager KSAY San Francisco. Consideration $90,000. Announced Jan. 27.

WCBG Chambersburg, Pa.—Seeks assignment of license from **James R. Reese Jr.** to **Reese Bcstg. Corp.,** consisting of **Mr. Reese** (80%) and **Norman E. Messner** (20%), WCBG sales manager. Mr. Messner will pay $18,000 for his 20% interest in station. Announced Jan. 22.

WICU Erie, Pa.—Seeks assignment of license from **Community Service Bcstg. Co.** to **Dispatch Inc.** Community is wholly owned subsidiary of Dispatch. Announced Jan. 26.

WRAW Reading, Pa.—Seeks assignment of license from **Reading Bcstg. Co.** to **WRAW Inc.,** for $290,000. Purchasers are **Charles T. Weiland** (40%) Phoenixville, Pa., meat packer; **William L. Cremers Jr.** (10%), Phoenixville attorney; **John F. Cremers** (10%), farmer; **Hugh L. Hamilton** (20%), Narbeth, Pa., engineer, and **Perrin C. Hamilton** (20%), Philadelphia lawyer. Announced Jan. 26.

WFLI Lookout Mountain, Tenn.—Seeks assignment of cp from **Lookout Bcstrs.,** consisting of **Cyril G. Brennan, T. Julian Skinner Jr., George Blaskow** and **James G. Stelzenmuller** to same company with **Iralee W. Benns** as new partner in place of George Blaskow, consideration $1. Also, Mrs. Benns is acquiring 80% of interest in station held by Mr. Skinner for $1, making her 45% owner of station. Announced Jan. 22.

WHEY Millington, Tenn.—Seeks assignment of license from **Millington Bcstg. Co.** to **Memphis-Millington Bcstg. Co.** Purchasers are equal partners **Fred L. Thomas** and **Robert G. Watson,** who each own one-third of WLAY Muscle Shoals, Ala. Consideration $55,000. Announced Jan. 23.

KEVA Shamrock, Tex.—Seeks involuntary assignment of 20% interest in station from **Clark Bumpers,** deceased, to his widow, **Merita Bumpers,** present 20% owner. Controlling partner is **Albert Cooper** who owns 60%. Announced Jan. 27.

WKYR Keyser, W.Va.—Seeks assignment of one-third interest in licensee **WKYR Inc.** from **Walter Patterson** to WKYR Inc. Consideration $19,075. Announced Jan. 28.

Hearing Cases

FINAL DECISIONS

By order, Commission adopted Dec. 9, 1958 initial decision and granted application of WLBE Inc., to increase daytime power of am station WLBE Leesburg - Eustis, Fla., from 1 kw to 5 kw and change from DA, D to non-DA, D, continuing operation on 790 kc with 1 kw, N, DA, N. Announced Jan. 28.

By order, Commission (1) granted petition of Carthage Bcstg. Co., and (2) adopted and made final Dec. 9, 1958 initial decision granting application of that company for new am station to operate on 1350 kc, 500 w, D, in Carthage, Tenn. Announced Jan. 28.

INITIAL DECISIONS

Hearing Examiner Annie Neal Huntting issued initial decision looking toward granting application of Beacon Bcstg. Corp., to increase power of WICO Salisbury, Md., from 500 w to 1 kw, continuing operation on 1320 kc, daytime only. Announced Jan. 28.

Hearing Examiner Annie Neal Huntting issued initial decision looking toward granting application of County Bcstg. Co. for new am station to operate on 1300 kc, 1 kw, D, in Clarion, Pa. Announced Jan. 26.

OTHER ACTIONS

By memorandum opinion and order, Commission denied petitions filed by Acadian Television Corp. on Oct. 18, 1957 and June 6, 1958 to enlarge and change issues, and by Evangeline Bcstg. Co., filed Oct. 18, 1957 for revision of hearing issues in Lake Charles-Lafayette, La., ch. 3 comparative proceeding. Comr. Cross concurred and issued statement.

By order, Commission made editorial and procedural revisions in FCC form 323 (ownership report of broadcast stations), effective March 1. No new data being elicited, and only changes of any consequence occur on page 2 of form, where, in order to better depict corporate capitalization, new columns provide for listing of unissued shares and include blocks for disclosing whether there are more or less than 50 holders of voting stock and more or less than 50 holders of non-voting stock, and separate columns to show offices and directorships and respective dates of election of all corporate officers and directors. Copies of revised form will be available upon request to Commission in near future.

Routine Roundup

Commission, by unanimous action of full membership on Jan. 26, extended from three to six months time for existing television vhf booster stations to comply with public notice of Dec. 30, during which time Commission will give further study to legal and technical aspects of problem.

Such studies will include possible new legislation looking toward amending Communications Act to provide more flexibility in administering Sec. 319 (a) and possible relaxation of operator requirements for broadcast stations.

This period of grace does not extend to new vhf booster operation.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of Jan. 23

KLRS Mountain Grove, Mo.—Granted assignment of license to **KLRS Bcstg. Co.**

KRGI Grand Island, Nebr.—Granted assignment of license to **Grand Island Bcstg. Co. Ltd.**

WFUR Grand Rapids, Mich.—Granted acquisition of positive control by **William E. Kuiper Sr.,** through purchase of stock from **William E. Kuiper.**

KXGI Fort Madison, Iowa—Granted license covering installation new trans.

KPEN Atherton, Calif.—Granted mod. of cp to change type trans.

KRDG Redding, Calif.—Granted change of remote control authority.

Actions of Jan. 22

KABR Aberdeen, S. D.—Granted license covering change of freq.; increase power and installation new trans.

WDXI Jackson, Tenn.—Granted mod. of license to operate trans. by remote control, using dir. ant. N (main); conditions.

WVCG-FM Coral Gables, Fla.—Granted mod. of cp to change type trans.; condition.

WETU Wetumpka, Ala.—Remote control permitted (main trans.).

WTRP La Grange, Ga.—Remote control permitted.

KJOY Stockton, Calif.—Remote control permitted while using nondirectional ant.

WMBR Jacksonville, Fla.—Remote control permitted while using nondirectional ant.

Actions of Jan. 21

WDAU-TV Scranton, Pa.—Granted license for tv station; ERP vis. 447 kw, aur. 224 kw, ant. 1350 ft. (main trans. & main aux. ant.).

WBNS-TV Columbus, Ohio—Granted license covering maintenance of old licensed trans. as auxiliary facilities at main trans. site.

KOBY San Francisco, Calif.—Granted mod. of license to operate main and alternate main trans. by remote control using DA-D and N (DA-2); conditions.

WDBC Escanaba, Mich.—Granted mod. of license to operate trans. by remote control, using DA-D and N (DA-2); conditions.

KTKT Tucson, Ariz.—Granted mod. of license to change studio location and operate trans. by remote control, using DA-D; conditions.

KBOY-FM Medford, Oreg.—Granted cp to replace expired permit for fm station.

KALA (TV) Wailuku, Hawaii—Granted mod. of cp to change ERP to vis. 12.2 kw,

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through Jan. 28

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,286	52	109	616
FM	543	37	127	69
TV	432[1]	83	105	104

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Jan. 28

	VHF	UHF	TOTAL
Commercial	435	80	515[3]
Non-Commercial	30	8	38[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Dec. 31, 1958

	AM	FM	TV
Licensed (all on air)	3,286	543	432[1]
CPs on air (new stations)	40	35	83[2]
CPs not on the air (new stations)	114	117	104
Total authorized stations	3,440	695	666
Applications for new stations (not in hearing)	470	44	38
Applications for new stations (in hearing)	124	29	70
Total applications for new stations	594	73	108
Applications for major changes (not in hearing)	478	31	37
Applications for major changes (in hearing)	48	0	17
Total applications for major changes	526	31	54
Licenses deleted	1	2	1
CPs deleted	0	0	1

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[1] There are, in addition, seven tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 39 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

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aur. 6.1 kw, ant. height 5930 ft., install new ant. system and make other equipment changes.

KBHC Nashville, Ark.—Granted mod. of cp to change type trans.

Following stations were granted extensions of completion dates as shown: WPIX (TV) New York to 8-3 (aux. ant.); WELZ Belzoni, Miss., to 2-28; KLIF Dallas, Tex., to 7-20; WKIZ Key West, Fla., to 3-15; WHAV-FM Haverhill, Mass., to 2-13 and WHYL-FM Carlisle, Pa. to 3-28.

Actions of Jan. 20

KNOB (FM) Long Beach, Calif.—Granted cp to increase ERP to 79 kw; ant. height 410 ft.; install new ant. and trans.

WSON-FM Henderson, Ky.—Granted cp to change ERP to 6.6 kw; remote control permitted.

WLOE-FM Leaksville, N. C.—Granted cp to decrease ERP to 13.5 kw.

WINZ Miami, Fla.—Granted cp to install new trans.

WJRD Tuscaloosa, Ala.—Granted cp to install new trans. to be used as auxiliary trans., employing DA-N.

KCMR McCamey, Tex.—Granted cp to install new trans.

WTTR Westminster, Md.—Granted cp to install auxiliary trans.

WHLI Hempstead, N. Y.—Granted cp to increase power of auxiliary trans.

WIVY Jacksonville, Fla.—Granted cp to install new trans.

WKMH Dearborn, Mich.—Granted cp to install auxiliary trans. at main trans. site.

WPAT Paterson, N. J.—Granted cp to install new alternate main trans. at main trans. site.

WISK South St. Paul, Minn.—Granted cp to install new trans. for nighttime use (two main trans.).

WCIL Carbondale, Ill.—Granted cp to install new trans.

KSRA Salmon, Idaho—Granted mod. of cp to change studio location, type trans., and specify remote control point same as studio location.

KAOL Carrollton, Mo.—Granted mod. of cp to change studio location, type trans., and specify remote control point same as studio location.

WHYL Carlisle, Pa.—Waived Sect. 3.30(a) of rules to permit main studio location 1.1 miles from center of town on Holly Pike.

KJML Sacramento, Calif.—Granted mod. of cp to make changes in ant. system.

WKIC-FM Hazard, Ky.—Granted mod. of cp to change ERP to 9 kw and type trans.; remote control permitted.

KGVW Belgrade, Mont.—Granted mod. of cp to change studio locations and type trans.

The following stations were granted extensions of completion dates as shown: WELO Tupelo, Miss., to 4-17; KSBW Salinas, Calif., to 3-25; KAOL Carrollton, Mo., to 4-15; WLOV, Cranston, R. I., to 4-20; KDOG, La Habra, Calif., to 6-10; KMUZ Santa Barbara, Calif., to 8-11; WRED Youngstown, Ohio, to 6-1 and KVEN-FM Ventura, Calif., to 5-28.

Actions of Jan. 19

Granted licenses for following noncommercial educational tv stations: WUFT Gainesville, Fla.; WJCT Jacksonville, Fla., and change studio location; WFPK-TV Louisville, Ky., and to specify correct trans. location and change studio location.

***WGBH-TV Boston, Mass.**—Granted license covering changes in noncommercial educational tv station.

Granted licenses covering changes in following tv stations: WBNS-TV (main trans. and ant.), Columbus, Ohio; **KPRC-TV Houston, Tex.** (main trans. & ant.).

***KTXT-TV Lubbock, Texas**—Granted extension of completion date to 7-21.

ACTIONS ON MOTIONS

By Commissioner T. A. M. Craven on Jan. 27

Granted petition by Broadcast Bureau for extension of time to Jan. 29 to file responsive pleadings to petition by Melody Music Inc., WGMA Hollywood, Fla., for leave to amend its am application.

By Chief Hearing Examiner James D. Cunningham on Jan. 27

Granted petition by Oklahoma Television Corp. for dismissal without prejudice of its application for new tv station to operate on ch. 12 in New Orleans, La., and retained in hearing status applications of Coastal Television Co., for new tv station to operate on ch. 12 in New Orleans, and Supreme Bcstg. Co. to change from ch. 20 to ch. 12, in New Orleans.

Dismissed as moot petition of Broadcast Bureau to reopen record in matter of revocation of license of Darwin Bcstg. Co. (KHCD), Clifton, Ariz.; canceled license, deleted call letters and terminated proceeding.

By Hearing Examiner Isadore A. Honig on Jan. 27

Granted petition by Radio KYNO, Fresno, Calif., for continuance of date for exchange of proposed Radio KYNO exhibits to Feb. 19; continued hearing from Feb. 3 to Feb. 26 in proceeding on am application of Radio KYNO.

By Chief Hearing Examiner James D. Cunningham on dates shown

Dismissed with prejudice for failure to prosecute applications of Gralla and Gralla, Tujunga, J. J. Flanigan, Fontana and San Luis Rey Bcstg. Co., Newport Beach, all California, in am proceeding. Action Jan. 26.

Scheduled hearing for March 25 in proceeding on am applications of Tempe Bcstg. Co., Tempe, Ariz., et al. Action Jan. 22.

By Hearing Examiner Charles J. Frederick on Jan. 27

Granted petition by William F. Huffman Radio Inc. for leave to amend its am application to change facilities of WFHR Wisconsin Rapids, Wis., from 1340 kc, 250 w, unl., to 1320 kc, 500 w, N, 5 kw, D, DA.

By Hearing Examiner Millard F. French on Jan. 27

Upon oral request of The Riverside Church in the City of New York, New York, extended date for filing reply findings from Jan. 27 to Jan. 30 in proceeding on its fm application and that of Huntington-Montauk Bcstg. Co., Huntington, both New York.

By Hearing Examiner Thomas H. Donahue on Jan. 23

On own motion, continued prehearing conference from 10 a.m., Jan. 26 to 3 p.m., Jan. 29, in proceeding on am applications of Donner Bcstg. Co., Truckee, Calif., and Lakeside Bcstrs., Sparks, Nev.

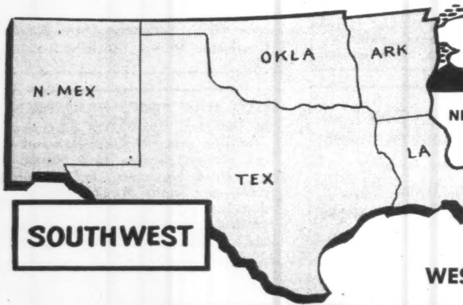
By Hearing Examiner H. Gifford Irion on Jan. 23

Scheduled prehearing conference for Feb. 6 in proceeding on am application of Booth Bcstg. Co. (WBBC), Flint, Mich.

By Chief Hearing Examiner James D. Cunningham on dates shown

Scheduled oral argument for 9:15 a.m., Jan. 27, on petition by Oklahoma Television Corp., for dismissal without prejudice of its application for new tv station to operate on

Continued on page 79



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RADIO

Help Wanted—Management

Commercial manager with 1st class ticket. Sales full time, maintenance when needed, no announcing. Salary plus percent of profits to permanent, experienced top man. 250 Mutual, E. North Carolina. Write in detail. Box 567H, BROADCASTING.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N. J.

Station manager—For Florida property with tremendous potential. We need a stable, experienced man who can assume direction of all phases of a promising operation. Write, wire, or call with complete information including references and requirements. Hal King, WTTT, P.O. Box 8716, Jacksonville 11, Florida. Phone Raymond 4-2188.

Sales

Metropolitan Washington's number one station expanding sales force. 5000 watts, 24 hours a day. Genuine ground-floor opportunity. Top station, top money. Big modern chain. Rush snapshot, data, General Manager Box 134H, BROADCASTING.

Sales manager. Major central Ohio market. Top money and future for man who loves to sell. Box 376H, BROADCASTING.

Salesman for leading station in mid-south medium market. Good starting salary with opportunity for advancement. Box 522H, BROADCASTING.

Radio sales manager in the upper-midwest 5 kw am #1 station in market, metropolitan population 150,000. If you have background of selling experience and are interested in management, send details Box 584H, BROADCASTING.

Sales representative, for new Westport radio station. College background preferred. Excellent future. Call Westport CApital 7-5133 or write P.O. Box 511, Westport, Connecticut.

California, KCHJ, Delano. Serves 1,300,000. **Increasing** sales staff.

Expanding sales force. Wanted energetic, young, experienced radio salesman. Some local agency but mostly direct. State qualifications and salary requirements. Photo requested. Write Joe Wolfman, Sales Manager, KSON, San Diego.

Solid radio salesman wanted to take over **established** account list. **Highly successful 1 kw soon to go to 5 kw. Opening created by staff promotion. Full details to WMIX, Mt. Vernon, Illinois.**

Salesmen—Needed for our Florida stations. We have immediate openings for responsible, reliable, experienced men, salary plus percentage. **Send complete details to Hal King, WTTT, P.O. Box 8716, Jacksonville 11, Florida.**

Small-medium market managers-sales managers come to the city and sell for the south's most progressive negro radio group. Top salesmen make 8-10 thousand per year, advancing to managers making 12-15 per year. Opportunities unlimited, aggressive men 28 to 39. Send complete resume and photograph first letter. McLendon Ebony Radio, Suite 509 Lamar Life Building, Jackson, Mississippi.

Announcers

Stable, creative announcer with first phone, or mature versatile deejay with production spot experience. No top 40, no rock 'n roll. News gathering and writing ability desirable but secondary at present in expanding Illinois kilowatt. Good pay for competent man. Bonus, insurance, sick leave, many fringe benefits. List age, education, experience in detail. Box 143H, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

New south Florida station metropolitan market needs 3 dj's. Experienced, smooth, fast paced professionals only. $110 week to start. Send tape, references, resume! Box 251H, BROADCASTING.

Rocky Mountain university town needs announcer with first phone. Send salary requirements, experience, air check. Box 355H, BROADCASTING.

Morning dj for home base of growing chain in year round vacation land. Happy sound! Fast paced in good taste. Only pros apply. Send tape, salary. Box 444H, BROADCASTING.

Staff announcer for independent Pennsylvania station. 48-hour week, large market, excellent salary plus over-time, vacations. Desire an experienced man looking for a permanent job in a chain organization with an opportunity for advancement. Tape and resume required. Box 455H, BROADCASTING.

Modern music station in Michigan wants good, lively announcer for night deejay show. Good station, good working conditions, employee benefits. Experienced men only, personal interview a must. No tapes. Write Box 526H, BROADCASTING.

Experienced announcer for growing station near New York City. No rock 'n roll. Send tape, resume and photo to: Box 554H, BROADCASTING.

New independent in suburban area, major metropolitan market upstate New York seeks experienced announcer with first phone. Write giving full details, send tape with letter. Box 578H, BROADCASTING.

Modern radio-tv in the upper midwest has opening for fast-paced, bright dj who is interested in gaining tv experience. Box 583H, BROADCASTING.

Sales manager wanted 8 to 10 years or more well-rounded radio experience. Proven sales record and know-how in production spots. Illinois kilowatt. Liberal salary, over-ride, bonus, many fringe benefits. List experience in detail. Box 585H, BROADCASTING.

Versatile announcer-engineer wanted for Wisconsin station. Please send audition tapes and resume of experience to Box 597H, BROADCASTING. Airwork prime essential, engineering secondary.

Fifty kilowatt North Carolina station now auditioning for general staff vacancy. Southern background and experience helpful. Send resume, tape Box 598H, BROADCASTING.

Top announcer wanted, see ad on page 78.

Wanted. Good announcer with selling experience. Immediate opening, permanent position. Salary commensurate with experience. Jim Duncan, KSIL, Silver City, N. Mex.

Announcer with some programming experience by independent with music, news and sports format. Prefer man from south or southwest. Real live operation. Wire or call Radio Station KTEM, Temple, Texas.

Negro announcer with first phone wanted. WFEC, Miami.

WOC am-fm-tv, Davenport, Iowa, will accept qualified applications for anticipated radio-tv staff announcer position. Experience and board ability required. Address resume, picture, requirement and tape stressing dj work to program director.

Help Wanted—(Cont'd)

Announcers

50,000 watts in Miami. South's biggest music and news independent has immediate opening for top-rated disc personality to program to Miami's largest adult audience. Must be thoroughly experienced in music and news operation with broad production background and a warm, friendly approach with top on the air selling ability. No top 40 screamers. Send tape, resume, and photo to Ned Powers, WINZ, Miami.

Wanted—Top notch all night man to take over immediately "Music to Dawn" show. Program presently sold out commercially. Announcer must know music, news, how to handle telephone interviews. Rush tape, photo, background to Bill Frosch, WISH, Indianapolis.

Technical

Young engineer who wants to be chief. Must be a whiz on maintenance. Fit in with young, aggressive staff. New equipment forthcoming, but you'll have to be a prodigy to handle job til then. Job is not immediate. We'll check references. List past experience. Kilowatt directional, southwest metropolis. Box 552H, BROADCASTING.

Director of engineering. Two radio and two tv stations. Former director going into manufacturing. Upper midde west. $9,000-$10,000 per year to start. Only completely qualified need apply. Box 558H, BROADCASTING.

Growing chain needs first class licensed engineer-announcer combination for Florida station. Announcing secondary. Must be able to handle chief engineer's job. Ideal climate and working conditions plus opportunities for advancement. Box 575H, BROADCASTING.

Wanted good maintenance engineer who can double as announcer-newsman. Must like south Texas. Box 604H, BROADCASTING.

Chief engineer for 5 kilowatt cultural-religious station. Must be experienced and have dedicated church background. KJLT, North Platte, Nebraska.

First phone engineer. Some experience preferred. Must have car. No announcing. Fred Epstein, KSTT, Davenport, Iowa.

Chief engineer, experienced! Must do maintenance. Announcing helpful, but not essential. Immediate opening. Right pay for right man. Mail qualifications. WLAS, Jacksonville, N. C.

Need fully experienced engineer about 24-30 years old for responsible position. Good pay and expenses. Call Al Evans, WOKJ, Jackson, Mississippi. Fleetwood 3-3733.

Production-Programming, Others

Washington, D. C. market's #1 station needs sharp female copywriter. Modern, expanding station. Fabulous opportunity, top money. Rush snapshot, data. Box 362H, BROADCASTING.

Modern radio production director-announcer. Top rated 5000 watts around clock. 10th largest market. Leading chain, top pay. Send tape, photo, letter Box 384H, BROADCASTING.

Progressive station in upper midwest needs top am and tv news man and tv traffic-copy. Stable, growing market. Excellent schools, housing, churches available. Company pension and hospitalization plans. Excellent opportunity for advancement. Send complete details and photo immediately. Box 396H, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

Needed immediately. Experienced, alert radio newsman for opening on fast-pace, top-flight news staff at number one McLendon station. Must be able to broadcast news as well as gather. Replaces man elevated to news director at one of sister stations. Send tapes and resume to Dave Muhlstein, KLIF, Dallas.

Experienced newsman needed immediately in fully equipped radio newsroom. Good wages, many fringe benefits. Must gather, write and broadcast news. Write or phone WTTH, Port Huron, Michigan.

Peter Smith, 222 West 59th Street, NYC, Judson 2-0148 or P.O. Box 493 Huntington, Long Island, Hamilton 1-3821, Commercial writers agent radio-tv (jingles etc.), excellent contacts.

RADIO

Situations Wanted—Management

General manager or sales manager, 31, family, experienced, four years medium market general manager. Desire change. Box 503H, BROADCASTING.

Experienced manager, announcer, engineer currently managing small market. Desires competitive small or medium midwest market, any phase. Box 534H, BROADCASTING.

Sales

Born salesman. Prefer deal including air work. Write copy. Operate board. Box 548H, BROADCASTING.

Sales executive, ten years experience, desires opportunity to represent multiple station group nationally, New York. Box 588H, BROADCASTING.

Experienced salesman with first ticket available immediately. L. H. Estes, Marble Hill, Missouri.

Announcers

Negro announcer, no clown, sensible and intelligent delivery, network quality, desirous of eastern or west coast spot. Rush. Box 445H, BROADCASTING.

Here's your man! Announcer, program director, production manager and continuity. 9 years experience. Desire progressive adult programming station. Available now. Will travel. Box 447H, BROADCASTING.

Staff announcer five and one-half years experience. Also sales, continuity, studio engineering. Age 35, married, draft exempt. Willing locate anywhere. Minimum salary weekly $80.00. Box 470H, BROADCASTING.

Announcer-dj; recent professional radio school graduate. Trained all phases. Operate board. Prefer east coast. Tape, resume on request. Box 471H, BROADCASTING.

Just graduated from professional radio school. Qualifications include gathering and writing news, ad-libbing disc jockey shows, writing and producing commercials, engineering and promotion work. Box 531H, BROADCASTING.

Announcer, married, family. Excellent newsman, copywriter. Know board and music. Recent grad. Radio school. Salary secondary to permanent location. Box 532H, BROADCASTING.

Experienced, ambitious, reliable, combo. Presently employed. Desires midwest location. Married. Box 533H, BROADCASTING.

I'm the best dj on this page. Young, educated, married. Vast show biz experience, limited dj work, accompanied with potential, desire to "make it". Box 535H, BROADCASTING.

Announcer, some experience, know board, available immediately. Prefer south. Box 536H, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Personality dj. One year experience as dj and program director. Experience in copywriting, programming and operate own board. Prefer north or midwest. Available immediately for personal audition. Box 538H, BROADCASTING.

Country music deejay, recording artist, nationally known, top man, 29, sober, reliable, best references, know radio promotion, production, energetic, employed. Desire to re-locate. Box 539H, BROADCASTING.

Women's programs-announcer-writer-director. Good general background. Cooperative. Versatile. Box 540H, BROADCASTING.

Announcer, young. Learns quickly. Good related background. Cooperative. Operate board. Box 541H, BROADCASTING.

Negro deejay. Smooth patter. Efficient, production, controls. Audition tape. References. Box 542H, BROADCASTING.

Negro announcer/dj. Capable; sales, music, controls. Good background. References. Box 543H, BROADCASTING.

Gospel programs. Announcer-producer-packager. Capable handling commercial staff duties. Box 544H, BROADCASTING.

Announcer-dj; operate board. Strong, copy, sales, gimmicks. Cooperative. Reliable. Box 545H, BROADCASTING.

Announcer, mature. Sales minded. Good related background. Operate board. Cooperative. Box 546H, BROADCASTING.

Girl-dj announcer. Operate board. Capable, sales, writing, production. Eager, steady. No bad habits. Box 547H, BROADCASTING.

Announcer-dj; experienced. Ready for larger market. Music, news, commercials. Box 549H, BROADCASTING.

Look no further for capable staff announcer, deep resonant voice, two years experience; married, dependable. Ready for larger market. Box 551H, BROADCASTING.

Seasoned announcer-newscaster. Metropolitan experience. Know copy-contact. Box 559H, BROADCASTING. Seattle — SUnset 2-4540.

Sportscaster: Experienced play-by-play all sports. Write news, sports. Box 562H, BROADCASTING.

News-sports director desires change. Tapes and excellent references available. Box 563H, BROADCASTING.

Announcer, 1st phone, available immediately. Give full particulars first letter. No car, $80. Box 564H, BROADCASTING.

DJ and sports. Eight years experience in all phases of radio including pd. Presently employed. Strong play-by-play. For brochure and tape. Box 568H, BROADCASTING.

Experienced announcer - salesman. Young family man, 23, competent, dependable air and time salesman, desires position southern metropolitan area, prefer Nashville, Chattanooga. Three years radio, presently 5 kw. Know music, run tight board. Minimum $100. Tape, resume, pix, on request. Box 573H, BROADCASTING.

Relaxed delivery dj. Perfect late or all nite, news, experienced. Box 580H, BROADCASTING.

Versatile announcer available now. DJ, news, sports (play-by-play), 5 years experience. Married. Box 582H, BROADCASTING.

Announcer-married, good personality, experienced all phases radio. Operate own board, cooperative, versatile, industrious, service completed. Box 589H, BROADCASTING.

Announcer—Experienced, AFRS and commercial radio, know sales, recent graduate of professional radio school. Run own board. Versatile, will travel. Box 594H, BROADCASTING.

Versatile, good music and news man. Experienced from top to bottom of log. Commercial specialist. Try me. Box 596H, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer—single, draft exempt, college graduate. College radio experience. Best work in sports. Eager to work. Go anywhere. Box 599H, BROADCASTING.

Announcer. Two years experience New Jersey market. Desire to learn more radio. Present progress too slow. Newscaster, disc personality with national accounts. Will consider first contact. Box 601H, BROADCASTING.

Personality announcer negro NYU trained CBS method. Will travel. Salary open. Box 607H, BROADCASTING.

Deep resonant voiced announcer prefer news, commercial, dj. Working knowledge of business. Married recently. Available immediately. Box 608H, BROADCASTING.

Several years of basic radio experience. Now want to go into the field of announcing. If you want a young, steady announcer who is willing to learn, contact Box 663, Gary, Indiana.

Announcer, married, 8 years experience. Employed 2 years with California station, prefer California. Call Redwood 4-7090, Visalia, California after 3:30.

Experienced combo man first phone. Available immediately. GL 5-9205. O. J. Cunningham, Jr., Milano, Texas.

Top discomedian. 37. Wrongly wedded to present station, divorcing on grounds non-support, incompatibility, seeking permanent mate. 15 years top-rated, far above-average radio-tv with "savvy," know-how, phenomenal comedy ad-lib, excellent sales success. Zany but intelligent humor. Miami, Dallas, Milwaukee, New Orleans, also McLendon, Bartell experience. Emceed Mutual net show 1½ years. Friendly departure with present boss. Tape, excellent references, brochure. $225 per week. DJ, 342 Carilla Lane, Columbus 4, Ohio.

Disc jockey, available now. Go anywhere. Just completed broadcasting school. Write or call Mack Geer, P.O. Box 57, Valparaiso, Indiana. Phone 4-6539.

Country dj specialist: Seeks position with large station. Twelve years experience. Permanent! $125.00 week. Curley Huntley, Corinth, Mississippi.

Have dictionary, first phone, will travel. For a dj or news show, 1 year experience KTLA. John Kirby, 5927 Sunset Blvd., Hollywood, Calif. HO 9-1938.

I'm certain, I can become a good newscaster. I'm 35, single, 14 months experience. Desire position only with radio station that has AP or UP news. No college degree, only H.S. diploma. No clockwatcher, but an unusually cooperative, honest, conscientious person. Available immediately. Joe Martin, P.O. Box 1683, phone UN 4-9972, Clifton, Arizona.

Announcer-writer. Single, 35. Strong on news, non-pops music; will travel anywhere Canada. Sample material on request. C. M. Overed, 34 Dundonald, Toronto 5.

Three years aircraft radio, ten years radio, 6 years tv, 5 years fm, 2 years industry, first phone license. Howard C. Williams, 1038 Front St., Binghamton, N. Y.

Technical

Chief engineer—Experience 5k am directional high power fm, multiplex, remote control installation, maintenance, supervision. Age 40. Best references. Box 422H, BROADCASTING.

Combo man, seven years at present position with Pennsylvania network affiliate, desires relocation in major west coast market. Will serve in either or both capacities. Sincerely interested managers furnished all particulars on request. Box 497H, BROADCASTING.

Chief-engineer announcer. Experienced both phases including construction. Prefer hillbilly and country announcing. Salary depends on hours and location. South only. Box 530H, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Experienced salesman with first ticket available immediately. L. H. Estes, Marble Hill, Missouri.

First phone engineer, experienced, single. Top references, desires southwest. Jerry Wills, 542 Carroll Ave., San Antonio, Texas. WA 2-8991.

Production-Programming, Others

Experienced program manager, 6 years radio. Presently employed. Excellent air man. Box 368H, BROADCASTING.

News director—16 years experience, available for large market operation. Box 446H, BROADCASTING.

Program director experienced all phases radio. Formula or block. Midwest only. $115 start. Box 499H, BROADCASTING.

Continuity director, woman. Eleven years radio-tv. Fast, versatile, cooperative. Excellent references. Box 510H, BROADCASTING.

Copy and account man with two-dimensional experience—broad and long. Been with 4A agencies. Write radio, tv and print copy, consumer and industrial. Handle accounts as well. Of particular interest to agency (or client) needing man to work on wide variety of things, including booklets, publicity and promotional material. Write Box 555H, BROADCASTING.

Have skills! Will deliver! Accomplished air/tv woman; creative, resourceful, experienced copy, publicity, community liaison. Will exchange skills for challenging opportunity, communications related field. Have car. Box 560H, BROADCASTING.

Somewhere a station owner is about to make a staff change or will be needing experienced personnel for a new operation. Since we're both looking let's exchange confidential offers. Family man, thirty-one, twelve years varied experience same station, still employed. Seeking opening for assistant manager, program director or news editor. Full resume ready. Best character, ability, credit references. Seeking alert, friendly operation with security. No place too small. Locate by mid-April or sooner. Box 581H, BROADCASTING.

TELEVISION

Help Wanted—Sales

If you can sell and would like to make a permanent connection with a progressive, dominant television station in a rapidly growing Texas market, then you should contact George Breeding or Dan Guthrie at KRBC-TV, Abilene, Texas.

Announcers

If you are an experienced announcer and have a first-class ticket and would like to learn television, we have an opening on the #1 radio station 5 kw upper midwest. Box 557H, BROADCASTING.

Opportunities for tv announcer-director, for personality work on the air, good commercial delivery. Also chance to develop your own creative ideas. TV experience preferred. Progressive midwest station in 3-station market. Send tape, pictures, personal and experience data, and salary expectations. Box 600H, BROADCASTING.

Technical

Transmitter engineer, experienced, for DuMont 25 kw installation. Current top $2.45. Contact Chief Engineer, KTVR, Denver, Colo.

Tired of snow, move south. Need experienced engineer. Paid insurance, retirement and other benefits. WAIM-WCAC-WAIM-TV, Anderson, S. C.

TV transmitter supervisor for mountain top DuMont installation. Must have experience. C. E., WPTZ, Plattsburgh, New York.

Help Wanted—(Cont'd)

Production-Programming, Others

Network vhf with radio affiliate in highly competitive market is seeking a well-qualified and experienced man to serve as news director, do on-camera newscast. We are seeking mature, stable man who will do outstanding news and public relations job, add stature to station and news department. Man selected will direct activities of other newsmen and photographers in well-staffed, well-equipped newsroom. Excellent salary for man who fills bill. Please submit complete information and background, experience, education and references in first letter. Also send photo and film or kine. Please do not apply unless you meet the qualifications. No beginners for this one, please. Write Box 570H, BROADCASTING.

Major midwest tv station—multi network affiliate needs girl for tv traffic. Position includes responsibility for programming in sales coordination. Excellent working conditions. Send personal and experience qualifications first letter. Box 586H, BROADCASTING.

Film department opening anticipated immediately—midwest vhf-tv station. Responsible position—opportunities for advancement—excellent working conditions. State your experience and qualifications first letter. Box 587H, BROADCASTING.

Wanted, crack news director. Prefer on-air man. Interesting challenge, solid opportunity. Sunny, southwestern million market. Applicants must have proven record. Box 602H, BROADCASTING.

Creative commercial copywriter, experienced in tv and radio. Position open March 1. Excellent opportunity with top operation. Mail complete details with sample work to Program Director, KRNT, Des Moines, Iowa.

TELEVISION

Situations Wanted

Sales

Radio-tv sales executive desires affiliation **with major-market station. Excellent references. 10 years same station. 16 years experience. Write Box 358H, BROADCASTING.**

Announcers

Weather, news, sports, commercials. Can expect good job. Some directing. Midwest only. $110 start. Box 498H, BROADCASTING.

Announcer, producer. TV, film, radio experience. News, sports, commercials, versatile. Box 550H, BROADCASTING.

Ambitious, experienced radio man with first phone, wants first job in television-announcing preferably. Vet, married, California only. Resume, photo on request. Box 574H, BROADCASTING.

Young, thoroughly experienced radio announcer desires first tv opportunity. Presently employed. Go anywhere. Reply Box 579H, BROADCASTING.

Technical

11 years experience. Planning maintenance and construction. 7 years supervisory. Northeast preferred. Box 389H, BROADCASTING.

Qualified young man seeks position in engineering department. Have first phone. Will travel. Available immediately. Box 523H, BROADCASTING.

Dependable, neat appearing salesman. Excellent television background. Top references. Write, Box 571H, BROADCASTING.

First phone, 28, married, technical training, need experience, desire secure position in radio or television. California only. Box 576H, BROADCASTING.

1st phone experienced in tv transmitter and control room work. Family of four. Box 590H, BROADCASTING.

Production-Programming, Others

Experienced newsman: Now heading vhf-am newsroom. Consistently ahead with regional, national news. News-in-depth specialist. Seeking news directorship or good staff job. Member RTNDA, NPPA. Authoritative delivery, top references. Box 303H, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Need teen show? Kids show? Women's feature? Specials? Live productions. All kinds. S-V Productions. Box 430H, BROADCASTING.

Production. Producer-director, public relations, promotion, performer. 7 years all facets of telecast. Proven top organizer, creative, flexible. Finest references, married, veteran, resume. Box 436H, BROADCASTING.

Production manager: 9 years radio, tv, film. Currently production manager film division of ad agency. Solid professional background. College grad. Will travel. Box 473H, BROADCASTING.

Skilled young man desires any tv production assignment, assistant director, floor manager, camera, audio, etc. College graduate, with experience in tv production. Available immediately, anywhere in U.S. Box 505H, BROADCASTING.

Staff reorganization causes Michigan tv station to release ambitious, reliable announcer-producer. Stable, married, M.A. degree, veteran, will relocate. Still employed but available immediately. For references and resume, write Box 572H, BROADCASTING.

Young man, family, college graduate, 3rd ticket, experienced, desires any tv position available. Artis Meadows, 1019 Terminal, Houston, Texas. WA 3-8580.

FOR SALE

Equipment

Four Western Electric 9-A heads. Will sell for $75.00. Box 553H, BROADCASTING.

Two Altec type 670-A microphones. Both for $100. Box 561H, BROADCASTING.

Two dishes, two dipoles and two paraboles that fit KTR1000 Raytheon one watt microwave receiver and transmitter. Box 577H, BROADCASTING.

Gates CB-11 turntable, less arm and filter, fair condition, $100. KFLD, Floydada, Texas.

1-G.E. 1 kw fm broadcast transmitter type 4BT1A1, 250 exciter type 4BF1A1, 1 kw amplifier. Good condition. $2500.00. Contact Chief Engineer, KSJO, San Jose, California.

One radio console. Perfect condition. Also one link mobile unit, type 1903, receiver, xmitter, accessories. Priced to sell. Call WMNE Radio, Menomonee, Wisconsin.

Transmitter. 1 kw Gates, 1E. Complete rust remote control. FCC equipment measurements passed January, 1959. Power increase reason for sale. Best offer over $3,500. F.O.B. WEEB, Southern Pines, N.C. Call Jack Younts.

IMPORTANT ANNOUNCEMENT

Effective February 2, 1959, all Classified FOR SALE-STATIONS advertising from individuals or brokers must be in the form of display advertising, minimum one inch (2¼" wide by 1" deep).

The one time rate for an inch display, is $20.00. The 13 time rate is $19.00. The 26 time rate is $17.50. The 52 time rate is $15.00 per inch. Proportionate inch rates apply for larger units. (Example: 1½" display on the one time rate costs $30.00.)

If proofs are desired before publication, the deadline is 10 days in advance of Monday publication. Otherwise, final deadline is 7 days in advance, no proofs.

FOR SALE

Equipment—(Cont'd)

Going 5 kw. Gates 1 kw BC-1J, three years old with Gates model 44 antenna coupler and diode, motor Rheostat and plate and current kits. Best offer over $3,500. Contact Mel Stone, WLOB, Portland, Maine.

Crystal, 1480 kilocycles, FCC approved General Electric "Thermocell," 6.3 V A C heater, guaranteed new, $38.00. Bauer Electronic Mfg. Co., 3728 Southwood Avenue, San Mateo, California.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K holders, regrinding, repair, etc. BC-604 crystals. Also am monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Co., Box 31, Temple, Texas.

AM-FM-TV transmitters, studio-terminal equipment, cameras-consoles-STL, etc. We maintain a testing and reconditioning lab. Buying or selling equipment? We can recondition it for you. Technical Systems Corp., 12-01 43rd Ave., L.I.C. 1, N.Y.

WANTED TO BUY

Stations

Small or medium market station, or cp. Prefer fulltime, will consider daytime. Location open. Reasonable down payment and terms desired by experienced and responsible operator. Box 841G, BROADCASTING.

FM station in metropolitan area. Write Percy Crawford, P.O. Box #1, Philadelphia 5, Pennsylvania.

Equipment

2 kw RCA tv lowband transmitter preferably TT-2AL. Box 486H, BROADCASTING.

Wanted—Used field Zoomar. State price, condition, etc. Box 569H, BROADCASTING.

Used proof of performance package. Cheap. Okay if needs small repair. WKBL, Covington, Tennessee.

Wanted: Types 6181, 6448, 5563-A, 1850-A (Iconoscope), 10SP4-A tubes, used or new. Send full details to Glenn W. Winter, Chief Engineer, WSBA-TV, York, Pennsylvania.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. **Our schools are located in Washington, Hollywood, and Seattle. For details, write Grantham School, Desk 2. 821—19th Street, N. W., Washington, D. C.**

TV tape recorder. Correspondence course and home construction details. Build your own television recorder. Complete Course and Construction details $18.75. B. Carrier Co., 5880 Hollywood Blvd., Hollywood 28, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School. 3605 Regent Drive, Dallas, Texas.

First-phone in six weeks. Intensive training in resident class. Broadcast and dj training included, no extra cost. Pathfinder Radio Services, 510 16th St., Oakland, California. TWinoaks 3-9928.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 4, June 24, Sept. 2, and Oct. 28. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

First phone license by correspondence. Coaching until license secured. Effective-inexpensive-minimum time. Pathfinder Radio Services, 510 16th St., Oakland, California.

MISCELLANEOUS

Bingo Time U.S.A. printers of personalized bingo cards for radio, television or newspaper ad promotions. 1025 Lincoln Street, Denver 3, Colorado.

RADIO

Help Wanted—Management

STATION MANAGER

Need aggressive and experienced station manager to take over in 28th market. Operation ready to grow. Need good tough man to do it. Opportunity unlimited. We want you for pay, not play. Only apply if you have a proven record.

Box 537H BROADCASTING

Sales

Nation's fastest growing major market group has openings for three top salesmen. $15,000 year maximum to proven producers. Opportunity for management. Send resume and photo to Box 593H, BROADCASTING.

Announcers

PERSONALITIES

Nation's fastest growing major market group wants versatile, cooperative personalities. Top salaries, security and opportunity for management. Prefer men with Balaban or Storz experience. Send photo and tape or air check to Box 592H, BROADCASTING.

LIVE IN FLORIDA

Announcer job in beautiful Ft. Lauderdale. America's fastest growing market.

ANNOUNCER: Mature, experienced D.J.—good on production and newscasting.

Immediate opening. Send full requirements, experience, picture if possible, and tape with first letter to

RADIO STATION WFTL

Ft. Lauderdale, Fla.

RADIO

Situations Wanted

Production-Programming, Others

QUALITY PUBLICITY IS VALUABLE

Many radio/tv groups have full-time publicity departments working directly with tradepapers and newspapers. A service such as this is prohibitive in cost to the single operation. There's a happy solution—I can provide consistent, creative and intelligent service plus close personal contacts in all media.

12 years industry experience . . . leading tradepaper, station and film background. Complete resume and details on request. Please write:

QUALITY PUBLICITY

Box 591H, BROADCASTING

TELEVISION

Situations Wanted

Production-Programming, Others

Production Manager

Top proven record in all phases of production, direction, organization, creativity. Want problems and hard work. Flexible. Presently employed, 32, family, college. Five years with medium market stations. Desire progessive station or agency.

Box 338H, BROADCASTING

FOR SALE

Equipment

CO-AXIAL TRANSMISSION LINE

Unused Andrew Teflon 1⅝", 51.5 ohms. Original Packing—Tremendous Saving. Immediate Shipment Large or Small Quantity. Wire or write: Sacramento Research Labs., 3421—58th St., Sacramento 20, Calif.

WANTED TO BUY

Stations

AVAILABLE CLIENTS WHO ARE INTERESTED IN PURCHASING ACTIVE RADIO STATIONS PREFERABLY IN THE SOUTHEASTERN STATES.

Wire—Phone—Write

PROFESSIONAL PLACEMENT
458 Peachtree Arcade
Atlanta, Georgia
JAckson 5-4841

ARE YOU GETTING YOUR SHARE OF AUDIENCE?

Universal's patented locked-frequency "Mike Radios" captured your audience.

The "Universal Plan" brings you more listeners, revenue, new customers, promotion and publicity at no cost to the station.

WRITE OR PHONE TODAY
UNIVERSAL PUBLICIZERS, INC.
SUPERIOR 7-1924
936 No. Michigan Avenue
Chicago, Illinois

ch. 12 in New Orleans, La. Action Jan. 23.

Granted petition by Clarksburg Bcstg. Corp. (WPDX), Clarksburg, W.Va., for dismissal without prejudice of its am application and retained in hearing status am application of Central W.Va. Service Corp. (WHAW), Weston, W.Va. Action Jan. 22.

By Hearing Examiner Millard F. French on Jan. 23

Granted petition by City of St. Petersburg, Fla. (WSUN-TV), continued further hearing from Jan. 28 to Feb. 17 in Largo, Fla., ch. 10 proceeding.

By Hearing Examiner Herbert Sharfman on dates shown

Granted petition by Livesay Bcstg. Co. Inc., for leave to amend its application for new tv station to operate on ch. 10 in Terre Haute, Ind., to change its trans. site and make some changes and additions to financial showing of application. Action Jan. 22.

Continued hearing from Jan. 26 to Feb. 2 in proceeding on am applications of Tomah-Mauston Bcstg. Co. (WTMB), Tomah, Wis. Action Jan. 23.

By Hearing Examiner Elizabeth C. Smith on Jan. 22

Granted motion by Musical Heights Inc., for continuance of hearing from Jan. 28 to Feb. 16 on its application for am facilities in Braddock Heights, Md.

By Commissioner T. A. M. Craven on dates shown

Granted petition by Broadcast Bureau for extension of time to Jan. 30 to file exceptions to initial decision on fm application of South Bay Bcstg. Co. (KAPP), Redondo Beach, Calif. Action Jan. 22.

Granted petition by Huntington-Montauk Bcstg. Co. (WGSM), Deer Park, N.Y., for extension of time to Jan. 22 to file answer to replies and oppositions of James M. Tisdale and Broadcast Bureau to its petition for rehearing in proceeding on its am application. Action Jan. 21.

Granted petition by Broadcast Bureau for extension of time to Jan. 30 to file responsive pleadings to supplement to motion to enlarge issues filed by Community Telecasting Corp., in Moline, Ill., ch. 8 proceeding. Action Jan. 21.

Granted petition by Broadcast Bureau for extension of time to Jan. 29 to respond to motion to enlarge issues to include issues for absolute disqualification of Liberty Television Inc., filed by KEED Inc., in Eugene, Ore., ch. 9 proceeding. Action Jan. 22.

By Chief Hearing Examiner James D. Cunningham on Jan. 22

Upon petition by Donner Bcstg. Co., Truckee, Calif., for dismissal of his am application, ordered Donner on or before Feb. 2 to submit under oath detailed breakdown of actual expenses, viz., cash outlay, incurred by him in connection with filing and prosecution of his application to date.

By Hearing Examiner Annie Neal Huntting on Jan. 21

Upon agreement by parties, continued hearing from Feb. 18 to March 23 in proceeding on am applications of Tri-County Bcstg. Co., Jerseyville, and Radio Missouri Corp. (WAMV), East St. Louis, both Illinois.

By Hearing Examiner Charles J. Frederick on Jan. 21

Scheduled prehearing conference for Feb. 24 in proceeding on am applications of Alkima Bcstg. Co., West Chester, Pa., et al.

By Hearing Examiner Millard F. French on Jan. 22

On own motion continued hearing scheduled for Feb. 3 to date to be set by subsequent order in proceeding on am application of Fayetteville Bcstg. Co. (KHOG), Fayetteville, Ark.

By Hearing Examiner Basil P. Cooper on Jan. 22

On own motion continued evidentiary hearing from Jan. 22 to Jan. 30 in proceeding on am applications of Monocacy Bcstg. Co., Gettysburg, Pa., et al.

By Hearing Examiner Isadore A. Honig on Jan. 22

Granted petition by Blue Island Community Bcstg. Co. for leave to amend its application for new fm station in Blue Island, Ill., to change facilities proposed from Class A station on 96.7 mc to Class B station on 105.9 mc; removed amended application from hearing status and returned to processing line.

By Commissioner T. A. M. Craven on dates shown

Granted petition by Broadcast Bureau for extension of time to Feb. 5 to file exceptions to initial decision in proceeding on applications of Palm Springs Translator Station Inc., Palm Springs, Calif. Action Jan. 20.

Granted petition by American Broadcasting-Paramount Theatres Inc., for further extension of time to Jan. 19 to reply to comments and oppositions by other parties to American Bcstg. Co.'s Oct. 6 pleading for reconsideration of Sept. 5 decision on applications of Albuquerque Bcstg. Co. (KOB), Albuquerque, N.M. Action Jan. 19.

By Chief Hearing Examiner James D. Cunningham on Jan. 16

Set aside Dec. 31 action which specified March 12 for commencement of hearing ordered by Commission on Dec. 23 on am applications of Alkima Bcstg. Co., West Chester, Pa., et al., and with regard to new proceeding ordered by Commission on Jan. 14, scheduled hearing for March 23.

Scheduled hearings for April 2 in proceedings on am applications of Radio South Inc. (WXLI) Dublin and WAYX (Ethel Woodward Williams, et al., executors of last will and testament of Jack Williams, deceased) Waycross, both Georgia; and F. M. Radio & Television Corp., Escondido, and Norman E. Kay, Del Mar, both California.

By Hearing Examiner Millard F. French on dates shown

Extended date for filing reply findings from Jan. 22 to Jan. 27 in proceeding on fm applications of The Riverside Church in the City of New York and Huntington-Montauk Bcstg. Co., Huntington, both New York. Action Jan. 19.

Scheduled oral argument for 9 a.m., Jan. 23 on motion by City of St. Petersburg, Fla., for continuance of hearing date in Largo, Fla., ch. 10 proceeding. Action Jan. 20.

Continued prehearing conference from Jan. 21 to 9 a.m., Feb. 4 in Arecibo-Aquadilla, P.R., ch. 12 proceeding. Action Jan. 20.

By Hearing Examiner Forest L. McClenning on Jan. 19

Granted petition by Rounsaville of Cincinnati Inc. (WCIN), Cincinnati, Ohio, for cancellation of exchange of direct affirmative cases and further prehearing conference scheduled for Jan. 15 and 30, respectively, and scheduled hearing for Feb. 16 on its am application and that of Shelby County Bcstg. Co., Shelbyville, Ind.

Granted petition by WRAC Inc., Racine, Wis., for leave to amend its am application to reduce ant. height.

Formally stated rulings made on record at Jan. 19 prehearing conference and among other procedural steps scheduled hearing for April 1 on am applications of Russel G. Salter Inc., Dixon, Ill., et al.

By Hearing Examiner Charles J. Frederick on Jan. 16

Continued without date proceeding on am application of William F. Huffman Radio Inc. (WFHR), Wisconsin Rapids, Wis., pending filing of petition for leave to amend its application, which if granted, may obviate necessity for further hearing.

By Hearing Examiner Basil P. Cooper on Jan. 20

Granted motion by Hall Bcstg. Co., Los Angeles, Calif., for continuance of date for exchange of written exhibits from Jan. 22 to Feb. 23, and date of evidentiary hearing from Feb. 2 to March 2, in proceeding on its fm application.

By Hearing Examiner J. D. Bond on Jan. 20

By order, granted motion by Berkshire Bcstg. Co. (WSBS), Great Barrington, Mass., for various changes in dates previously scheduled in proceeding on its am application and that of Naugatuck Valley Service Inc., Naugatuck, Conn., and continued hearing from March 3 to date to be subsequently fixed.

By Hearing Examiner H. Gifford Irion on Jan. 20

Granted petition by Booth Bcstg. Co. (WBBC), Flint, Mich., for leave to amend its am application to make changes in daytime directional array on present assigned frequency of 1330 kc.

Scheduled prehearing conference for Feb. 3 in proceeding on am applications of Continental Bcstg. Corp. (WHOA), San Juan and Jose R. Madrazo, Guaynabo, both Puerto Rico.

By Hearing Examiner Elizabeth C. Smith on Jan. 19

Scheduled prehearing conference for Jan. 30 in proceeding on am application of Southern General Bcstg. Co. (WTRO), Dyersburg. Tenn.

By Chief Hearing Examiner James D. Cunningham on Jan. 21

Granted joint petition by L. E. U. Bcstg. Co., The Jet Bcstg. Co. and WERC Bcstg. Corp. for dismissal without prejudice of their applications for new tv stations to operate on ch. 66, Erie, Pa.

PETITION FOR RULE MAKING FILED

Cleveland Broadcasting Inc. (WERE), Cleveland, Ohio (1-20-59)—Requests amendment of rules in order to authorize regional stations to operate with powers up to 25 kw. Announced Jan. 29.

License Renewals

Following stations were granted renewal of license: *KWAR (FM) Waverly, Iowa; *WOI-FM Ames, Iowa; KCMO-TV Kansas City, Mo.; KCRG-TV Cedar Rapids, Iowa; KDRO-TV Sedalia, Mo.; KFEQ-TV St. Joseph, Mo.; KFVS-TV Cape Girardeau, Mo.; KGLO-TV Mason City, Iowa; KHQA-TV Hannibal, Mo.; KMBC-TV Kansas City, Mo.; KODE-TV Joplin, Mo.; KOMU-TV Columbia, Mo.; KRNT-TV Des Moines, Iowa; KTIV (TV) Sioux City, Iowa; KTTS-TV Springfield, Mo.; KVTV (TV) Sioux City, Iowa; KYTV (TV) Springfield, Mo.; WHO-TV Des Moines, Iowa; WMT-TV Cedar Rapids, Iowa; WOC-TV Davenport, Iowa; *KETC (TV) St. Louis, Mo.

STATIONS • FOR SALE

CALIFORNIA

1000 watt daytimer in growing attractive market. New station. Brand new office and technical equipment. Beautiful studios. $10,000 cash will handle on total price of $41,000 for quick sale. Balance on excellent terms. Box 595H, BROADCASTING

5,000 Watt Daytimer

Station in large Florida market area, unlimited potential. Price $300,000 principals only. Write:

Box 605H, BROADCASTING

50% interest in midwest medium market station. Rich oil-wheat area. $30,000 cash for quick sale.

Box 603H, BROADCASTING.

25%

Of successful California FM station. Very active fm market of 400,000. Selling my part because of other interests.

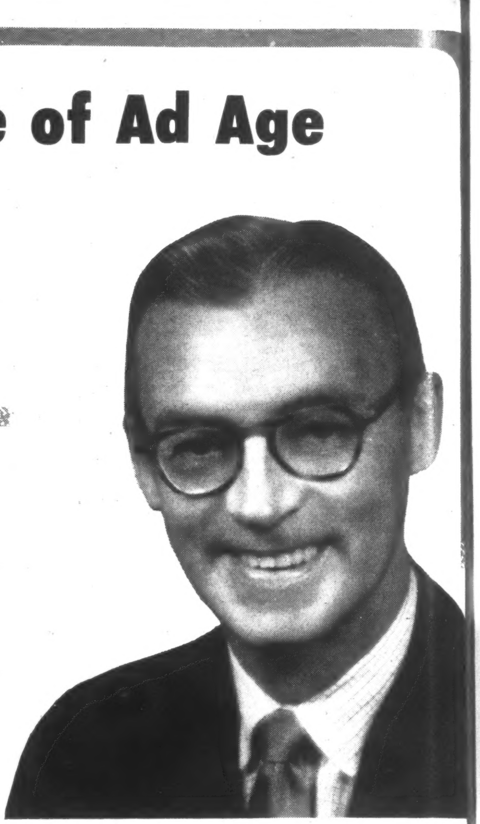
Box 606H, BROADCASTING

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

"At Heublein, every issue of Ad Age is well-thumbed . . ."

says **FRANK C. MARSHALL**
Advertising Manager
Heublein, Inc.



"I read Advertising Age because, as the masthead says, it is a marketing newspaper. It gives the facts and gives them fast. Its news coverage is, indeed, national and objective—its accuracy, unexcelled. At Heublein, every issue of Ad Age is a well-thumbed copy read by advertising, marketing and management personnel."

It's a fact: over the years (29 so far), advertising, marketing and management executives have relied on Advertising Age to bring them the news and trends of marketing—quickly, accurately, objectively. *And here's another:* among these readers are most of the executives of importance to you—those who *influence* as well as those who *activate* major broadcast decisions.

At Heublein, Inc., for example, interest in television as an advertising medium for its cereals is mounting steadily. Spot tv appropriations—for Maypo and Maltex—vaulted from just over $82,000 in 1956 to almost $255,000 in 1957.* The trend toward substantial increases for spot tv continued during 1958, and Heublein reports a similar pattern for the first half of 1959.

Every Monday, market-interested executives at Heublein turn to Ad Age to keep posted on the developments affecting them. Heublein and Bryan Houston, Inc., the agency handling the Maypo and Maltex accounts, receive a total of 24 *paid-subscription copies of Ad Age each week.*

Add to this AA's more than 42,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 12,500 agency people alone, its intense readership by top executives in national advertising companies —and you'll recognize in Ad Age a most influential medium for swinging broadcast decisions your way.

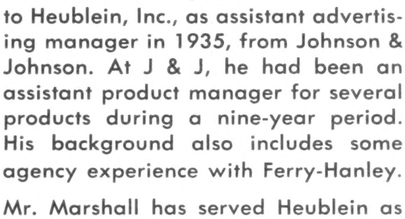
**Television Bureau of Advertising, Inc.*

FRANK C. MARSHALL

A veteran adman, Mr. Marshall came to Heublein, Inc., as assistant advertising manager in 1935, from Johnson & Johnson. At J & J, he had been an assistant product manager for several products during a nine-year period. His background also includes some agency experience with Ferry-Hanley.

Mr. Marshall has served Heublein as advertising manager since 1940. Among the nation's 100 largest advertisers, this Connecticut concern markets a variety of liquor and food products, including Smirnoff Vodka, Heublein cocktails, A-1 Sauce and the Maypo and Maltex hot cereals.

Golf and photography occupy some of Mr. Marshall's after-hours time, while his professional affiliations include the Association of National Advertisers, in which he has been active for a number of years.



important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

ABC ABP NBP ***1 Year (52 issues) $3***

OUR RESPECTS TO . . .

Connie Barriot Gay

One day last week a chauffeur-driven Cadillac, of roughly the dimensions of the *U.S.S. Forrestal,* cruised majestically up Connecticut Avenue in Washington, D. C. Enfolded in the lush upholstery of the passenger compartment was an angular man who wore a derby, a Chesterfield and brown sports shoes with moccasin toes.

He was raptly listening to the Cadillac's radio, an instrument of resonant clarity. From it poured a deafening mixture of scraping fiddles, wheezing accordions and the wails of a lovestruck mountain maiden singing through her nose. Connie B. Gay had begun his day at the office.

What the House of Morgan is to Wall Street, the General Motors Building to the auto industry and Onassis' yacht to international shipping, Connie B. Gay's $11,800 limousine is to the cult of country music. It is both a symbol and a source of affluence and power.

Mr. Gay is master of ceremonies, impresario, talent manager, music publisher, producer and owner of the Town & Country Network, the world's biggest country music package firm. An expansionist by nature, he has also acquired four radio stations, and his purchase of a fifth awaits only the formality of FCC approval.

It is an empire which was built on Mr. Gay's recognition of a simple principle: city folks are more gullible than country folks and have more money.

The principle first dawned on him during his childhood, but he lacked the laboratory in which to test it as long as he stayed in Lizard Lick, N. C., his home town where he was born Aug. 22, 1914. It was in 1931 that he decided to examine city folks at close range. That was the year he left Lizard Lick for Raleigh to study agriculture at North Carolina State College.

The Formative Years • To make ends meet at school he worked in the dairy and poultry barns, waited on tables, sold door to door, drove a bus, ran a switchboard and made $10 a week as manager of a college dance band.

After graduation in 1935 Mr. Gay spent two years taking soil samples with the Dept. of Agriculture's soil erosion service. This, he felt, was wasted time. He quit the security of government employment for an occupation in which he now says he "learned more about people than in any part of my life." He became a pitchman.

For a year Mr. Gay roved the city streets, setting up his pitch on corners, in doorways, wherever there was shelter from the weather and the police. "I'd buy a knife sharpener for 5 cents and sell it for 25," he recalled the other day. "Sometimes I'd get 50 cents in a sucker town like Washington."

By the end of his year of nomadic merchandising Mr. Gay had fully confirmed the gullibility of the inhabitants of major cities of the East and South. He was ready for bigger things, but the U. S. economy was not. The Depression still discouraged empire building. He returned to government service to await America's recovery.

Time Out for Depression • From 1938 to 1946, except for a few months' interval as farm director of WPTF Raleigh, Mr. Gay was with the U. S. Dept. of Agriculture in various jobs.

In November 1946 he figured the post-war boom had made America ready for Connie B. Gay. He signed on at WARL Arlington, Va., as farm director and d.j. He persuaded a reluctant management to let him start a half-hour country music show. Nonsalaried, he lived on savings for three months while the show caught on and he began to round up sponsors. The show snow-balled. Mr. Gay's *Town & Country Time* went to three hours, WARL went completely country music, and Connie B. Gay went to the U. S. Patent Office to register "Town & Country" as his trademark.

If the eyes of rival broadcasters were opened, Connie's were opened even wider. He began lining up top talent from WSM Nashville's *Grand Ole Opry* for box office appearances in Washington. In 1948 he talked his way into Washington's highbrow Constitution Hall for a one-night stand. He stayed 27 Saturdays and set a $22,000 all-time record for one night's gate.

With the country music kingdom now *tres* Gay, Connie went on to new firsts: performances at Griffith Stadium ballpark, a country music-air circus combination, outdoor amphitheatres, a special train to Nashville's *Grand Ole Opry* and country music moonlight cruises from Washington, Baltimore and Philadelphia.

The Network Big-Time • Two years ago CBS-TV took a dark horse out of Mr. Gay's stable—Jimmy Dean—and built a network show around him and a company of country musicians and dancers. Last September Mr. Gay sold his property rights in Mr. Dean to CBS-TV and turned his hand to grooming another singer, George Hamilton IV, whom he brought out of North Carolina in 1956 and whose first record, "A Rose and a Baby Ruth," sold more than a million copies. "This boy is a combination of Como, Crosby and Boone," Mr. Gay confides.

Mr. Gay steps into his 'office'

In the past few years Mr. Gay has been buying radio stations, WTCR Ashland, Ky., in 1955; WFTC Kinston, N. C., in 1957; KITE San Antonio last August; WYFE New Orleans last December. His purchase of WGAY Silver Spring, Md., a Washington suburb, is pending approval of the FCC.

Mr. Gay married Hazel Anne Pleasant in 1936. Their son, Jan, 20, and daughter, Judy Anne, 18, are in college. The family lives in Vienna, Va., another Washington suburb. Mr. Gay maintains two offices, one in a Washington apartment house and the other in his limousine.

Connie now is casting avaricious eyes at the capital of gullibility, New York City, where he feels his Town & Country product would really go to town. If he has his way, it won't be long before he invades the big town to produce enough live and film country music shows to make Tin Pan Alley think it's a dead-end street. Postmarks on CBS-TV's Jimmy Dean fan mail indicate a formidable fifth column is already busy.

He also aspires to fill out his radio quota with stations in Manhattan and Los Angeles. Asked whether he has such a station in mind as WNEW New York, Connie roared, slapped his thigh, pointed accusingly and said, "You said that—I didn't."

EDITORIALS

Two big jobs

WHATEVER else the NAB board of directors may do at its meeting at Hollywood, Fla., this week, it should give more than lip-service to at least two vital matters.

The board will receive a report from its *ad hoc* committee on editorializing. Instead of treading water, we think the board should go all out in demanding that the FCC remove the burden of forcing stations which editorialize to "affirmatively" seek out opposing viewpoints by "responsible" parties. This requirement is unworkable and meaningless.

The board also should take a strong stand against the FCC's insistence upon programming reports in applications for licenses, renewals and assignments. It should give full support to the views expressed by Comr. T. A. M. Craven, who believes such reports are both illegal and impractical. Replies to the FCC's proposed rule-making are now due on Feb. 20—the deadline having been extended one month.

The NAB has no more important function than to resist intrusion by government into the business and programming affairs of licensees. Even if the FCC should turn thumbs down on the propositions, good will result. The way then will be opened for court reviews, which are essential in restoring to broadcasting the freedoms Congress originally intended for it.

Betwixt and between

THE FCC these days is being whip-sawed between Congress and the courts. While, at the moment, Congress is reasonably quiescent getting itself organized, the courts are not.

Within the last fortnight there have been two court decisions which cause the FCC, and broadcasters, considerable travail. One is destined to have an important bearing on fm's development, just as that long slumbering aural service of admittedly superior quality is beginning to revive. The other may play hob with the FCC's way of doing its allocating.

The full panel of nine judges of the U. S. Court of Appeals split 5-4 in ruling that the FCC's 1955 fm multiplexing order, holding that functional music is not broadcasting, is wrong. That 1955 order required fm stations to multiplex functional music broadcasts, while continuing regular public broadcasts on their main channel.

According to the FCC, the court has substituted its judgment for that of the expert body itself. If the decision sticks, the FCC must force functional music and other non-broadcast operators using fm to perform as broadcasters. This means identification of sponsors (presumably meaning every subscriber), station breaks, program balance, and otherwise meet all the obligations of the broadcaster licensee.

In the second case, a three-judge panel of the appellate court reversed a long-standing tenet on allocations. The court, in effect, held that where a minor deviation from allocation standards is involved, and is protested on technical grounds, the FCC can let the authorization stand and hold the hearing required afterward. Under the long established KOA precedent, the FCC has been required to grant a stay enjoining the new operation prior to a formal hearing, on the ground that introduction of interference constitutes a modification of the dominant station's license without hearing.

What the court now has held is that if there is only slight interference, there is no reason to prevent the new facility from operating pending outcome of the required hearing. If that is valid, what would there be to prevent the new station from applying for improved facilities at regular intervals and thus gradually getting a dominant status that it otherwise could not procure?

It seems to us the FCC has no alternative but to seek Supreme Court reviews of both cases.

Sports steamroller again

THE sports lobby is on schedule in picking up at this session of Congress where it left off last summer in its espousal of legislation to exempt major sports from the antitrust laws.

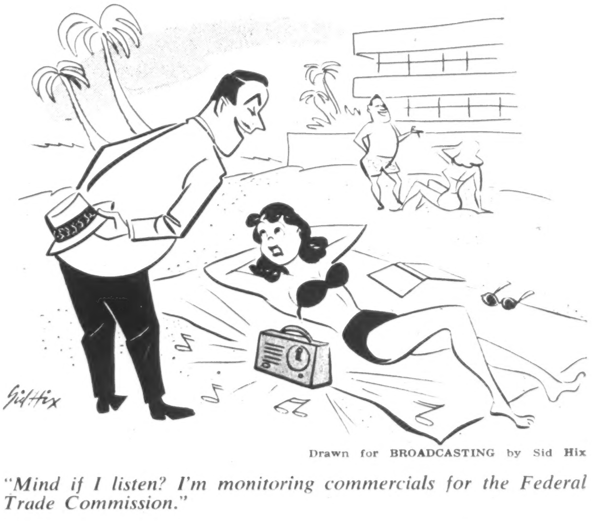
A half-dozen bills already have been introduced in both House and Senate. While they vary in some degrees, all would provide for blackouts of television in areas where home teams are playing. The sports entrepreneurs could black out free broadcasts in favor of pay television, or devise any other means of making the public pay, whether or not they go to the ball parks.

At the last session, the House passed the bill on the strength of enormous pressure from its proponents. It was stalled in the Senate, thanks to the intercession of the Dept. of Justice, Chairman Emanuel Celler (D., N. Y.) of the House Judiciary Committee and the late-starting, but nevertheless effective opposition of broadcasters.

There is plenty of steam beyond the legislation this session, with the baseball lobby again taking the lead. Their effort will be to knock down every argument advanced by the opposition in blocking Senate action last session.

It is our contention that the sports industry deserves no special privileges. Certainly broadcasting organizations, constantly threatened for antitrust infractions, are performing public service that transcends the importance of a baseball game.

We doubt whether broadcasters will be caught napping again. Nevertheless it is going to require skillful marshalling of broadcasting's counter-offensive to brake this year's model of the sports industry steamroller.



Drawn for BROADCASTING by Sid Hix

"Mind if I listen? I'm monitoring commercials for the Federal Trade Commission."

The world, the weather and the winners

Here are the top ratings in the Twin Cities in the 10:00 to 10:30 p.m. time segment, every week of the month!

Bill Ingram presents "Today's Headlines" at 10:00. At 10:15 it's Johnny Morris in the "Weather Room," and at 10:20, Dick Nesbitt with complete coverage on the winners (and losers) in the world of sports.

Month after month, year after year this award-winning trio (with the assistance of KSTP-TV's unmatched news department facilities) leads the way in ratings, no matter what the competition.

There are (at this writing) a few choice availabilities around these top shows in the market. For further information, contact your nearest Petry office or a KSTP-TV representative.

KSTP *television*

Basic NBC Affiliate

100,000 WATTS

MINNEAPOLIS · ST. PAUL

"The Northwest's Leading Station"

CHANNEL

5

Represented by Edward Petry & Co., Inc.